

# SPORT<sup>®</sup>

AUG.  
1980  
\$1.25

THE PRO FOOTBALL  
INSIDERS' SPECIAL

## 1980 NFL Forecast: The Experts Pick Your Team's Finish

The Receivers Strike  
Back at 'The Assassin'

Quarterback  
Quandary in L.A.

Plus:

- Billy Martin  
Shakes Up  
Oakland
- Atlanta's  
Ted Turner  
Shakes Up  
Everybody
- 'U.S. Olympians,  
Take a Bow!'

Pittsburgh's  
Terry Bradshaw:  
Can the Steelers  
make it happen  
one more time?





# "DID YOU PIVOT TODAY?"

You don't have to answer.  
People can tell by the look on your face.  
'Cause pivoting  
with the Gillette Atra twin blade razor  
gives you the best shave possible...  
the easiest...closest...most comfortable.

**Gillette**  
We give you the edge.



**GILLETTE ATRA®**  
THE PIVOT MAKES IT BETTER.



**A PICTORIAL HISTORY OF THE WORLD WAR II YEARS**

319 pages • 411 original-source maps and photographs \$12.95 in publisher's edition!

MAPS, CHARTS, DIAGRAMS

AIRCRAFT AND ARMAMENT

**YOURS FREE**

with membership

**A PICTORIAL HISTORY OF WORLD WAR II**

PLUS TWO GIANT FULL-COLOR STRATEGY MAPS TO FOLLOW THE ACTION

"HAP" TYPE O MK.2 F

DECISION MAKERS

4366 \$8.95

1883 Spec. ed.

1602 \$12.95

8185 \$12.95

7351 \$14.95

0711 \$17.50

7492 \$14.95

3053 \$10.95

5926 \$15.00

1446 \$12.95

3079 \$14.95

1529 \$24.95

1586 \$14.95

5702 \$14.95

2972 \$12.50

9134 \$39.80

4390 \$10.95

8656 \$14.50

7823 \$11.95

3285 \$8.95

3830 \$12.95

1453 \$8.95

0679 \$12.95

7500 \$13.95

7385 \$11.95

1917 \$12.95

7369 \$12.95

4093 \$23.95

6577 \$8.95

5629 \$25.75

1420 \$12.95

1222 \$14.95

**Choose  
3 for 98¢  
only**

**with membership**

**Plus A Pictorial History of World War II and two giant full-color WW II strategy maps FREE**

### How the Club works.

After your membership's accepted, you'll receive your three books for 98¢ plus shipping and handling. If you are not satisfied, return them within 10 days, cancel your membership, and you owe nothing.

Once you've purchased just four books during your first two years of membership you may resign at any time.

About every four weeks (14 times a year) you'll receive, free, the Club's magazine describing the coming selection and alternates, which save members up to 30% off publishers' edition prices.

If you want the selection, do nothing; it will be shipped to you automatically. If you want an alternate, or no book at all, indicate your preference on the order form and return it by the date specified. That date allows you 10 days to decide. If you receive an unwanted selection because you had less than 10 days, return it at our expense. There is a shipping and handling charge on all books shipped.

The Military Book Club offers its own complete, hard-bound editions sometimes altered in size to fit special presses and save members even more.

**NOTE:** Prices shown are publishers' edition prices.

### Military Book Club

Dept. AR-308, Garden City, N.Y. 11530

Please accept my application for membership in the Military Book Club and send me the three books whose numbers I have printed in the boxes below. Bill me only 98¢ plus shipping and handling. I understand that I need buy only four more books at regular low Club prices during the first two years of my membership to complete my purchase commitment. My membership will be subject to the terms and conditions presented in this ad. Also send me *A Pictorial History of the World War II Years* and two giant full-color WWII strategy maps. Both the FREE book and the FREE maps are mine to keep whether or not I remain a member.

**No-risk guarantee:** If not delighted after examining my three selections, I may return the books within 10 days and my membership will be cancelled. I may keep *A Pictorial History of the World War II Years* and the maps, and I will owe nothing.

**Note:** If you select 2-volume AIRWAR set, write 9134 in 2 boxes, then choose 1 more selection.

FREE WWII Book		
----------------	--	--

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_

Address \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Members accepted in U.S.A. and Canada only. Canadian members will be serviced from Toronto. Offer slightly different in Canada.

41-M169





20



35



24



60



51

## Contents

### 14 Interview: Ted Turner

The controversial sportsman and team owner speaks out with anger and humor on the business of sports, America's Cup, cable TV and his sometime-wunderkind, third baseman Bob Horner. by STEPHEN STEINER

### 20 Yes, You Can Call Him Assassin

NFL receivers didn't have to read Jack Tatum's best-selling book. The stinging message was delivered personally by the author and other defenders. Now the receivers strike back. by LARRY FOX

### 24 Heaven Is Being No. 1—And Vince Can't Wait

He led the Los Angeles Rams to last year's NFC championship, but Vince Ferragamo must still audition for a 1980 starring role. by BILL LIBBY

### 35 Pro Football 1980

With speed the key the NFL will show a more wide-open look this year. Look for more scoring and a new Super Bowl champion. by LARRY FELSER

### 36 National Football Conference Preview

For the Rams to repeat, they must butt stiff challenges from the improved Eagles and Bears and the always-dangerous Cowboys.

### 42 American Football Conference Preview

The Oilers look formidable, but the Steelers are mean, the Chargers potent and the Jets could surprise.

### 51 On Camera: In Praise of the American Olympian

A pictorial salute to the men and women who were likely medal winners at an Olympics they could not attend.

### 60 A Mama's Boy He's Not

Being home in Oakland has not mellowed Billy Martin. He's still stealing ballgames with a team of hungry A's. by JACK HICKS

### 5 This Month in SPORT

### 6 Letters

**9 Sport Talk:** Budde Boys . . . Run for the Ratings . . . Keeping Cool . . . Safe Behind the Mike . . . Kaat's Tale . . . MVP's of the NBA Championship and NHL Stanley Cup Finals.

**69 I Was There:** The Man Who Put Hitler Down. At the 1936 Olympics Jesse Owens took on Hitler's Aryan athletes. by JERRY BRONDFIELD

**73 Honors List:** Cooperstown Takes Two. Salutes to newest Hall of Famers Duke Snider and Al Kaline. by ROGER KAHN and JOE FALLS

**76 Quiz:** Who holds the record for most home runs in a month? What are Mickey Rivers' and Bake McBride's real first names?

**78 Photo Finish:** Tim-berr!



# MMMMUSTANG



## AMERICA'S MOST POPULAR SPORTS CAR

Ford Mustang's No. 1. And for good reason. It's not just any small car.

Take a look at it. Sleek, stylish, aerodynamic.

Get behind the wheel. Experience its impressive ride and handling.

**23**

EPA  
EST.  
MPG\*

**38**

EPA  
EST.  
HWY.\*

Take a look at its economy. Mustang has the high mileage

and low sticker price you need today.

And just look at our standard features—rack and pinion steering, modified MacPherson front suspension, 2.3 liter overhead cam engine, dual halogen headlamps, full instrumentation, and more.

\*Estimates for comparison. Your mileage may differ depending on speed, distance and weather. Hwy. mileage and Calif. estimates lower.

### New 5-speed overdrive.

Get all the excitement of an optional 5-speed overdrive, plus a world of other options—turbo, V-8, Michelin TRX radial tires, forged aluminum wheels...even a flip-up open air roof.

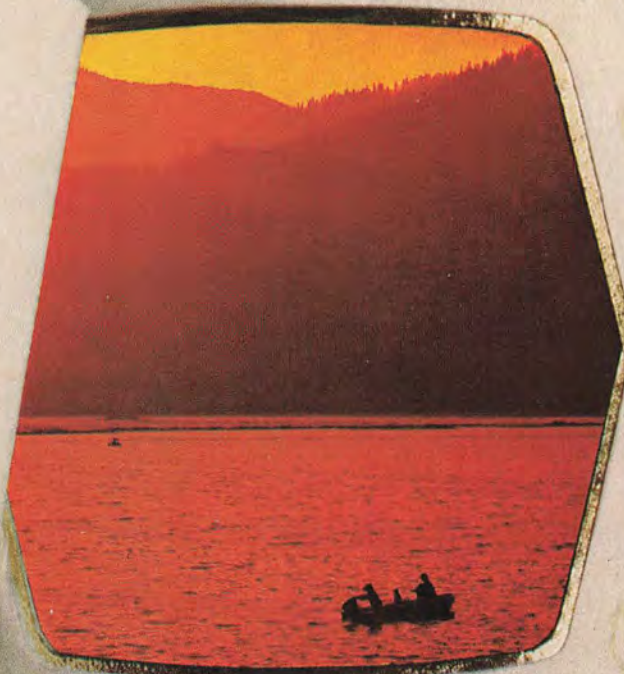
With all this going for you, it's no wonder Mustang is America's most popular sports car.

## FORD MUSTANG





MOLSON



GOLDEN

CONTENTS: 12 U.S. FL. OZS.

Thirsting  
for the best  
of Canada?

**Make sure it's Molson.**



BREWED AND BOTTLED IN CANADA; imported by Martlet Importing Co., Inc., Great Neck, N.Y.



Vice President-Editorial Director  
JOHN R. McDERMOTT

Editor  
JOHN DEVANEY

Executive Editor  
GERALD ASTOR

Articles Editor  
ANDREW CRICHTON

Art Director  
PHYLLIS CAYTON

Features Editor  
NEIL COHEN

Picture Editor  
DOROTHY AFFA

Production Editor  
PAULA HOLLANDER

Senior Editors  
STEPHEN STEINER, Articles  
JAMES PORIS, Features

Associate Editors  
BILL DUNCAN, Research  
PETER GRIFFIN, Copy  
JERILYN HANSEN, Art  
SCOTT MLN, Pictures

Assistant Editors  
KATHRYN BRETZ  
EILEEN MILLER  
MICHAEL ROSEN  
DAWN TYLER

Contributing Editors  
ELIOT ASINOF DAVID HIRSHEY  
ROGER DIRECTOR ROGER KAHN  
BILL FURLONG JACK NEWCOMBE  
TOM GARDO RICHARD O'CONNOR  
STEVE GELMAN MARK RIBOWSKY  
PAUL GOOD ROBERT WARD

Contributing Photographers  
DANIEL S. BALIOTTI ANTHONY NESTE  
JOE DIMAGGIO RICH PILLING  
MALCOLM EMMONS MANNY RUBIO  
JOHN D. HANLON CARL SKALAK JR.  
ROYDEN HOBSON AL SZABO  
FRED KAPLAN TONY TOMSIC  
JERRY WACHTER

Vice President-Publisher  
SAL M. SCHILIRO

Advertising Director Marketing Director  
WILLIAM K. HUGHES JAMES M. GIRALDEZ

Promotion Director Business Manager  
ROSE-MARIE BROOKS JOSEPH CANTARA

Public Relations Associate Production Manager  
CHRISTOPHER CORSITTO CATHERINE MEROLLE

#### A SUBSIDIARY OF CHARTER MEDIA COMPANY

President & Chief Executive Officer  
KARL ELLER

CHARTER MEDIA PUBLISHING GROUP  
President

FRED C. DANNEMAN  
Executive Vice President  
THOMAS M. KENNEY

SPORT PUBLISHED MONTHLY BY MVP SPORTS, INC. (ISSN 0038 7797), A SUBSIDIARY OF CHARTER MEDIA COMPANY, NEW YORK, N.Y. 10022.  
SUBSCRIPTION RATES: U.S. & POSSESSIONS, TWELVE ISSUES \$7.97, TWENTY-FOUR ISSUES, \$11.97. Add \$3.00 PER SUBSCRIPTION FOR ALL OTHER COUNTRIES. EXECUTIVE ADVERTISING AND EDITORIAL OFFICES AT 641 LEXINGTON AVENUE, NEW YORK, N.Y. 10022. KARL ELLER, PRESIDENT & CHIEF EXECUTIVE OFFICER; SAL M. SCHILIRO, PUBLISHER; WILLIAM K. HUGHES, ADVERTISING DIRECTOR; JOSEPH CANTARA, BUSINESS MANAGER; ROSE-MARIE BROOKS, PROMOTION DIRECTOR; ADVERTISING OFFICES AT 700 EAST MAPLE STREET, BIRMINGHAM, MICH. 48011; 444 N. MICHIGAN AVE., CHICAGO, ILL. 60611; 1100 CARLISLE STREET, DALLAS, TEX. 75204; AND 4121 WILSHIRE BOULEVARD, LOS ANGELES, CALIF. 90010.  
CHANGE OF ADDRESS: SIX WEEKS NOTICE ESSENTIAL. WHEN POSSIBLE PLEASE FURNISH AN ADDRESS LABEL FROM A RECENT ISSUE. CHANGES CAN BE MADE ONLY IF YOU SEND US YOUR OLD AS WELL AS YOUR NEW ADDRESS. WRITE TO SPORT, P.O. BOX 5016, DES MOINES, IOWA 50306. OR, IF YOU PREFER, CALL THIS TOLL-FREE NUMBER: 800-247-5470. (IN IOWA CALL 800-532-1272.)

Controlled Circulation Postage paid at Dayton, Ohio. Authorized as Second Class Mail, P.O. Dept. Ottawa, Ont., Canada, and for payments of postage in cash. © 1980 MVP Sports, Inc. All rights reserved. Copyright under the Universal Copyright Convention and International Copyright Convention. Copyright reserved under the Pan-American Copyright Convention.

MAIL ORDER ADVERTISING: CHARTER MEDIA REPRESENTATIVES, 641 LEXINGTON AVENUE, NEW YORK, N.Y. 10022, (212) 872-8000.  
MANUSCRIPTS, DRAWINGS AND PHOTOGRAPHS SHOULD BE ACCOMPANIED BY SELF-ADDRESSED STAMPED ENVELOPES. THEY WILL BE CAREFULLY CONSIDERED BUT THE PUBLISHER CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE.

## It Takes a Pro To Catch the Pros

To get the morning line on how the 1980 National Football League season will shape up, we assigned our NFL Preview story in this month's issue to Larry Felser. Larry has been covering football for 20 years and is a past president of the Pro Football Writers of America (PFWA). A native of Buffalo, N.Y., Larry has been working there and covering sports since 1951, when he was given his first cub reporter's job on the Buffalo *Courier Express*. Although the city had no pro team in those days (the old Buffalo Bills of the All-American

Conference had folded after the 1949 season), Larry covered the NFL teams that came to town to play exhibition games and, occasionally, regular-season contests. When the Bills returned to Buffalo in 1960 as an AFL franchise, Felser was more than ready. Part of his beat included Syracuse and he covered some great collegians who made it to the pros: Jim Brown, Ernie Davis, Floyd Little, Jim Nance and Larry Csonka. He still ranks the Bills' Cookie Gilchrist as the best all-round player he has ever seen.

Felser admits his observations are not infallible. When Buffalo quarterback Jack Kemp decided to run for public office, Felser wrote, "Jack Kemp today threw his hat into the political arena . . . and it was intercepted." This about a Congressman who has since drawn support as a Republican candidate for Vice President.



Larry Felser

But Felser knows a lot more about football than politics. For this year's preview he interviewed about 70 of the key contacts he has developed throughout the NFL and has come up with what we think is a strong—and sometimes surprising—forecast of how the teams will finish. He also looks for a more wide-open game. "It's going to be like the early days of the AFL," says Felser. "I call it 'fans' football' as opposed to 'coaches' football.' There will be more scoring and it will be more fun to watch. It's like that old adage, 'War is too important to be left to the generals.' Football is too important to be left to the coaches." For the lowdown on what promises to be an upbeat season, see Felser's forecast, starting on page 35.

Nailing the NFL's wide receivers is hard enough for a pro cornerback, but it proved doubly difficult for Larry Fox, who was assigned to get them to speak out about the Jack Tatum of the league. For example, Lynn Swann, Fox learned through the Steelers, refused to talk about Tatum and his book because he did not want to give him the publicity. But Fox found a lot of the top pass catchers more than willing to unburden themselves. "It was obviously something they had thought about," Fox says, "and I had the feeling that it was the first time anyone had asked them about it. They had instant and almost total recall on all the cheap shots that had ever been taken against them." Fox's report begins on page 20.

Fox also is a 20-year-man in pro football—he marks that anniversary this season—and was successor to Felser as president of the PFWA. Born in Brooklyn, Fox got his B.A. in journalism at the University of North Carolina and his masters at Columbia. After working on several papers, including the old New York *World Telegram*, he joined the New York *Daily News* in 1966 and has been there ever since, most recently as the paper's senior football writer. He estimates he sees from 35 to 40 games a year, and out of this experience have come dozens of magazine articles and 11 books. His latest book on the New England Patriots was one of the reasons we sent him after the wide-receiver story. His research for the book made him intimately familiar with the celebrated Tatum-Stingley incident in 1978 which has left Stingley paralyzed to this day. Fox's report is important—for football and for football fans. We think you'll agree.



Larry Fox

*John R. McDermott*

John R. McDermott



# Letters

## Dodger Blue

In the June article "Hurry, Hurry, The Dodgers Are In Town!" there was a picture of a ballplayer that was captioned Reggie Smith. It was not Reggie Smith, it was a rookie centerfielder, Rudy Law.

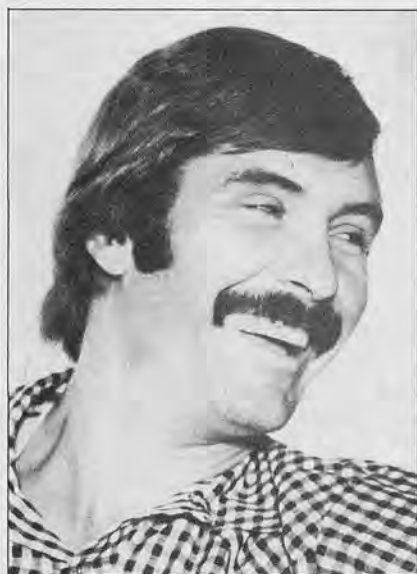
Andy Moore  
Huntington Valley, Pa.

*Editor's Note: Your letter was one of many we received pointing this out. Our apologies for the error. The good news is that Rudy Law is off to such a good start that he's looking more and more like Reggie Smith every day.*

## Meat, Well-Done

Bob Verdi's discussion with Dave Kingman (Interview, May) was a well-written study of one of baseball's most controversial stars. I disagreed, though, with the way you played up the statement "athletes are pieces of meat"; it was a minor aspect of the text.

Todd Jones  
Bangor, Pa.



*His word is as powerful as his home run bat.*

Your interview of Dave Kingman in the May issue is great. The power that Kingman possesses is unreal. His home run production last year shows his physical ability; now your interview shows his verbal power.

Mark Gdowik  
Reading, Pa.

## Shots on Goalies

I agree with you on your rating of Tony Esposito of the Chicago Black Hawks and Don Edwards of the Buffalo Sabres ("Rating the Goalies," May), but can't agree with your leaving Gilles Meloche of the Minnesota North Stars off your list. He

did a superb job this past season and helped carry the North Stars to the playoffs. He is definitely one of the top three goalies in the NHL.

Bruce Johnson  
Bloomington, Minn.

I find it most disturbing that SPORT's "expert" panel did not include Greg Milen of the Pittsburgh Penguins on its honorable mention list. Greg plays with a porous defense, yet he still had a respectable year with a 3.64 goals against average. You failed to notice his stats while you recognized two players, John Garrett and Ed Mio, who had higher averages.

Todd Abraham  
Pittsburgh, Pa.

I don't see why Mike Liut of the St. Louis Blues wasn't included among the top five goalies. Without him, the Blues are nothing. I think he deserves much more than an honorable mention.

Jeff Gregory  
St. Louis, Mo.

I think Gilles Meloche of the Minnesota North Stars should have been picked as one of the top goalies in the NHL. You made correct selections with Tony Esposito and Glen Hanlon, but an honorable mention for Mike Liut is also an injustice.

John Lucieu  
Plymouth, Minn.

## Double Decker

P.F. Kluge's article on Mary Decker ("A Miss Who's Good for a Mile," May) was excellent. It was surprising to hear that she could recover from major surgery in such a short time.

Debbie Clark  
Cedar Rapids, Ia.

I would like to congratulate you on your story on Mary Decker. Her recovery is an inspiration to all runners.

Les Korporal  
Marion, Ind.

## Portrait of the Artist

It is a rare and gratifying experience to read a soccer story as entertaining and well-written as David Hirshey's profile of Johann Cruyff ("Soccer's Best Is a Dutch Treat," May). Hirshey knows soccer and his description of Cruyff in action evokes a player who is at once a brilliant artist and a petulant child. Unlike Pelé, who cried, "Love, Love, Love," at his retirement game, Cruyff's farewell message will probably be "Foul, Foul, Foul."

Harry Jaffe  
Washington, D.C.



*Tiny's hard work off the court scores points.*

## Big Hand for Tiny

I really enjoyed the warm and touching story on Nate Archibald ("Return of The Man They Call Tiny," May). I have never been an Archibald fan, but after reading of his sacrifices for his family and his team, and most of all for the kids, I was deeply moved.

Bill Tarnowsky  
Norwalk, Conn.

As someone generally not inspired to write letters, I must say Richard O'Connor's story on Tiny Archibald was marvelous. I haven't read SPORT in years, but after reading a story of this caliber, I will become a steady reader.

Leonard Mendell  
South Jersey, N.J.

After reading your story on Tiny Archibald, I encouraged my seventh graders to do the same. Nate Archibald is a role model for black youngsters, not only because he is an excellent athlete, but because of his admirable work with youngsters in the South Bronx. Thanks for the story and for a high quality publication.

Raymond Simmons  
New York, N.Y.

## Good Field, No Hit

Congratulations on your fine article on Baltimore's Mike Flanagan ("See the Hot Pitcher Playing It Cool," May). It almost makes up for your baseball predictions.

Tom Stellharn  
Hanover, Pa.

Letters to SPORT  
641 Lexington Ave., New York, 10022





The new Minolta Weathermatic-A lets you take pictures where you could never use an ordinary camera before.

It's watertight and ready to go snorkeling or sailing, climbing or camping, skiing or surfing and lots

of other places. In the water, it floats. You can even take it underwater (down to 15 feet). And it takes great flash shots wherever you take it.

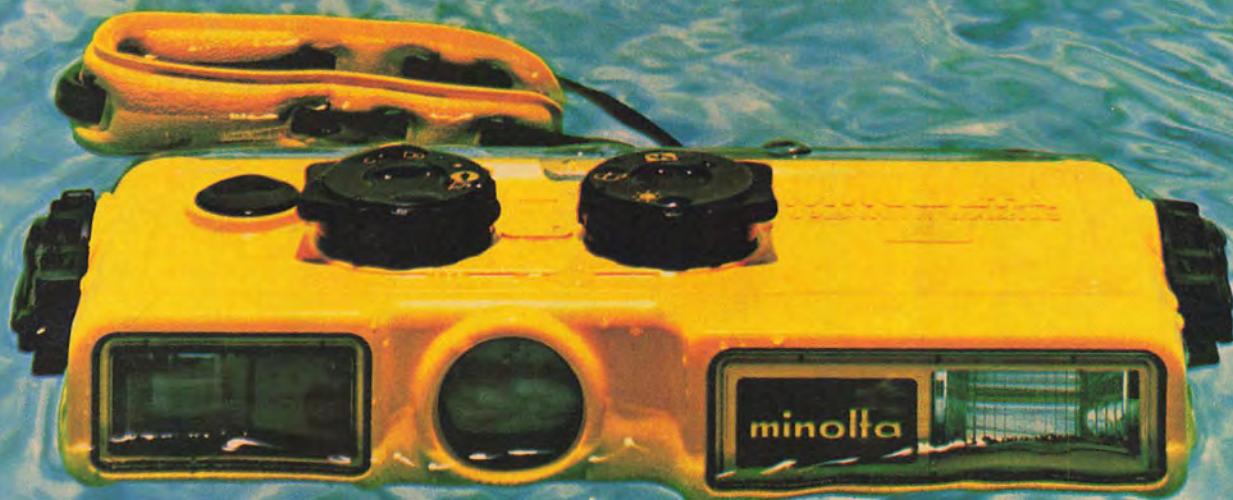
The Weathermatic-A captures all the fun in fantastic pictures. See it at your Minolta dealer or



for more information write to Minolta Corp., 101 Williams Drive, Ramsey, N.J. 07446. In Canada: Minolta, Ontario, L4W 1A4.

It's the easy cartridge-loading camera you'll love. Especially if you love the great outdoors.

## INTRODUCING THE POCKET CAMERA THAT CAN TAKE IT WHEN OTHERS CAN'T.



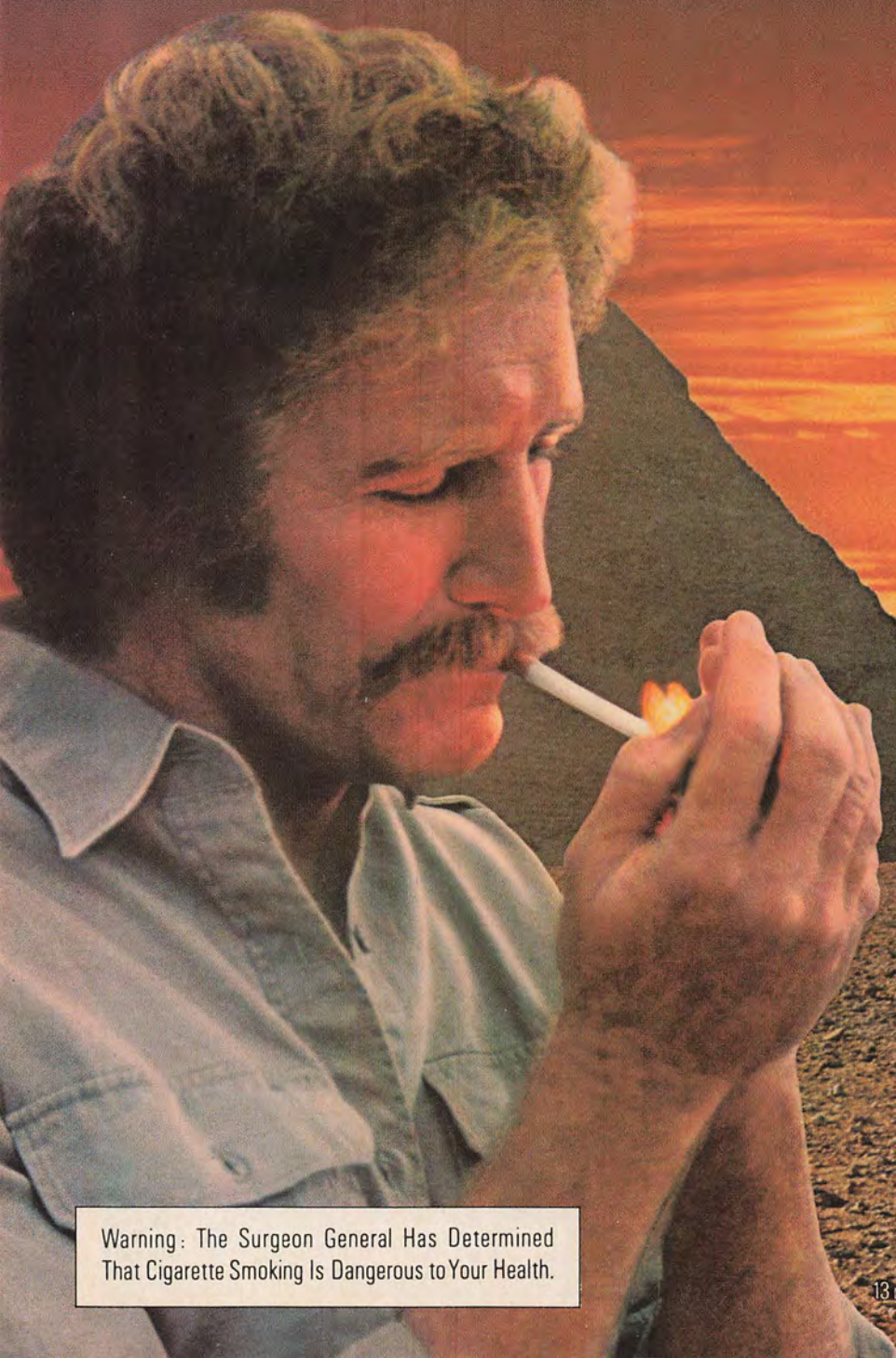
**minolta**  
WEATHERMATIC-A



# Discover satisfaction. Camel Lights.

**The Camel World of satisfaction  
comes to low tar smoking.**

This is where it all started. Camel quality, now  
in a rich tasting Camel blend for smooth, low  
tar smoking. Camel Lights brings the solution  
to taste in low tar.



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

LIGHTS: 10 mg. "tar", 0.9 mg. nicotine, LIGHTS 100's:  
13 mg. "tar", 1.1 mg. nicotine, av. per cigarette, FTC Report DEC. '79.



# Sport Talk

## Budde-Budde

There's a chip off the old block these days in Kansas City, or more correctly it's a tree trunk off the old block. Brad Budde, the 255-pound son of former Kansas City all-pro guard Ed Budde, was the Chiefs' first choice in this spring's NFL draft. And what position does the young Budde play? Offensive guard, naturally.

It would be heartwarming to believe that Kansas City drafted Budde out of the University of Southern California in fond remembrance of his father's deeds. Forget it. Football is not a sentimental game.

"You try to draft the best player who is still on the board," explains Marv Levy, the Chiefs' coach. "That early in the draft [the 11th pick] you have three or four in a cluster who are ranked about the same. At that point, you go for what you need. We figured we'd go for an offensive player this year at any position except quarterback, and Brad was the best one there."

Papa Budde was surprised by the choice of his son. "Nobody on the Chiefs told me they were interested in him," Ed recalls. "They said he was their number-one choice on the offensive line, but not that they would draft him."

It will be hands off by dad when the young Budde puts on a Chiefs uniform. "He's a pro football player. He knows there's a difference between the tech-

the older Budde as well. "I'm nervous," he says. "I thought the Old Man was all right, but at a comparable stage Brad's better than I was."

## Frankly Speaking

For hot dog fans at Candlestick Park in San Francisco, Ron Gordon is their best friend. Gordon, 34, has been waging a one-man campaign to keep the lid on frankfurter prices at the home of the baseball Giants.



Gordon's price war started nearly two years ago when the concessionaire, Stevens California Enterprises, received permission from the city to raise hot dog prices five cents in order to defray the cost of adding a wrapping machine to meet new health standards. Soon after the increase took hold, Gordon came to the fans' rescue by proving that Stevens was grossing \$95,000 in revenues from the extra nickel although the wrapping expenses were only \$18,000. The price raise was rescinded in June 1979.

This season, Stevens received permission to raise prices 16.34 percent over last year and to make smaller Polish sausages. Gordon sizzled. He wrote to the city Parks and Recreation Commission and successfully protested the higher prices for smaller sausages. But the overall price hike posed a tougher problem. Stevens was scheduled to raise hot dog prices to 95 cents, which the city said would be a 15-cent increase over last year's prices.

But the city was figuring last year's price at 80 cents, forgetting that a nickel had been knocked off the old price because of Gordon's protest.

"There was a five-cent gap; it was a regular Weinergate," Gordon says. "The 20-cent hike would have given us the second-highest priced hot dog in the majors. The only one higher is the New York Mets, who also use Stevens, but serve bigger hot dogs."

After a closed meeting, Stevens rolled back its hot-dog prices by a nickel. Concession supervisor Walter Caplan reports that Candlestick hot dogs will now sell at 90 cents apiece. Gordon, a high school teacher and a Dodger fan, says with relish: "I can retire from this forever now."

## Made in the Shade

Earl Weaver, the fiery manager of the Baltimore Orioles, is putting his celebrated short temper to work for him. No, he has not joined a self-help group. Instead, the master strategist has turned a potential liability into a profitable asset by promoting air conditioning for Carrier.

Weaver was enlisted by the company as part of its "Famous Hotheads" campaign. "We boiled down our list of 25 famous hotheads to three," says Brant Lippincott of N.W. Ayer, Carrier's advertising agency. Carrier has changed its approach from ads that stress saving energy with Roger Staubach to a campaign on how to cool hotheads with Earl Weaver, actress Rita Moreno and Vic Tayback, who runs Mel's Diner on the TV series, *Alice*.

Weaver is quite cool about the "Hotheads" campaign. Asked whether his players had needed him about the commercial, the manager responded: "There is acceptance today for this kind of thing. After all, Jim Palmer endorses underwear." (Palmer appears regularly in Jockey International magazine ads.)

But Weaver did not escape the needle entirely. When the Orioles made their first trip to New York this season, Weaver went to fill out his lineup card and was surprised to find a message from ex-Oriole GM Harry Dalton, now general manager of the Milwaukee Brewers, who had left town the day before. Wrote the man who gave Weaver his first major league job: "You promised me you'd never be a hothead—now you're getting paid for it."

## On a Scale of 1 to . . .

The National Basketball Association went to the line—the bottom line of TV's Nielsen ratings—during this past season's playoff final and shot 11 percent better

*continued*



niques that I perfected and what the offensive-line coach at Kansas City wants. I'm not going to second guess him," Ed promises.

If Brad faces pressure living up to his father's achievements, there is pressure on



## MVP AWARDS

### Johnson and Trottier Are SPORT MVPs

**E**arvin (Magic) Johnson of the Los Angeles Lakers and Bryan Trottier of the New York Islanders are the newest SPORT Most Valuable Players for their outstanding performances in the 1980 NBA Championship Series and NHL Stanley Cup Finals.

Johnson is the third Laker to win the basketball award since Jerry West won the first trophy in 1969 and Wilt Chamberlain won it in 1972. The 20-year-old, 6-foot-8 Johnson won the award largely on his performance in the sixth and final game against the Philadelphia 76ers. With their high scorer, the injured Kareem Abdul-Jabbar, lost to the Lakers, Johnson scored 42 points, grabbed 15 rebounds and handed out 7 assists, while rotating in the guard, forward and center positions. Johnson was named MVP over Abdul-Jabbar in a 4-3 decision by a panel of writers.

"I think it's kind of sad that the Big Fella didn't win," Magic said in his acceptance speech. "I'd like to cut the trophy in two and give half to him."

An easier decision for the 20-member panel of hockey writers was naming Bryan Trottier MVP of the Stanley Cup Finals between the Islanders and Philadelphia Flyers. In 21 playoff games, the 24-year-old center scored 12 goals and assisted on 17 others, including 4 goals and 4 assists in the finals. As the first Islander to win the award, Trottier broke a Montreal Canadiens streak; the last four winners were Canadiens, one of whom, Larry Robinson, won the trophy twice.

In addition to trophies, Johnson and Trottier each won a gold Rolex watch and a \$5,000 scholarship in his name to



*Earvin (Magic) Johnson smiles broadly as he receives the SPORT/NBA MVP Award from Commissioner Lawrence O'Brien.*

the school of his choice.

Like Johnson, Trottier shared the award with his teammates. "It had to be a tough decision in presenting this award," he said, "because we had a lot of people play their best. We needed it to win the Stanley Cup."

Johnson and Trottier are two of the youngest recipients of the SPORT MVP award. They should return to receive others after playoffs to come.



*League President John Ziegler (right) presents the SPORT/NHL Award to Bryan Trottier.*

## Sport Talk

than in 1979. The all-important numbers supplied by CBS show a rating of 8.0 and a 29 percent share of the audience for the championship series as compared with the 7.2 and 24 percent figures of a year ago.

The ratings are all the more impressive since three of the six games were shown on tape at near-midnight in many areas.

The numbers left NBA officials preening. "The key is that we did it with no prime-time game," explains Ed Falk, the league's director of communications. "The sixth game was carried live by only 20 percent of the affiliates, yet we still outdrew Johnny Carson."

The National Hockey League also scored in the Nielsen's. The sixth, and final, game of the Stanley Cup was picked up live by CBS on Memorial Day-weekend Saturday and pulled a 4.4 rating and a 17 percent share although 20 percent of the country didn't carry the game. It was the first time in five years that an NHL game was shown on a major network.

The NHL will continue to show its games through the Hughes Television Network, the U.S.A. Network and Hockey Night in Canada, with concentration on the local markets. "But," says Joel Nixon, NHL broadcasting director, "I'd be a fool to tell you that we wouldn't love it if someone from one of the three television networks walked in with a \$20 million contract."

### Kaat Lands on His Feet

A cat allegedly has nine lives. Jim (Kitty) Kaat, the subject of a SPORT profile in June, may surpass that number. Kaat's struggle to hang on with the Yankees and become one of a handful of major leaguers to have played in four decades was one of spring training's cliffhangers.

After his five-inning, 7.20 ERA-showing early in the season, New York sold the 41-year-old Kaat to the St. Louis Cardinals. "The Cardinals could have saved themselves the waiver fee if they had just waited two more days," Kaat says now. "The Yankees were going to be forced to release me if no team claimed me, and I could have negotiated a contract on my own. I was hoping to get my release so that I could go to a team that would guarantee to use me as a starter."

The Cardinals at first used Kaat almost exclusively in relief, and even more to his chagrin, as a late-inning stopper. Kaat feels he has never been suited for this type of work. "I've never been a bullpen pitcher before," he says. "I can be a supporting pitcher, a number-two or -three man, but they had me as the first man coming out of the pen. I did a good job, but just a couple of hitters at a time

*continued*



See you later, alligator.



## THE FOX.

The same fit,  
comfort,  
quality, looks and  
easy-care fabric as  
the well-known knit.  
At about \$5 less.



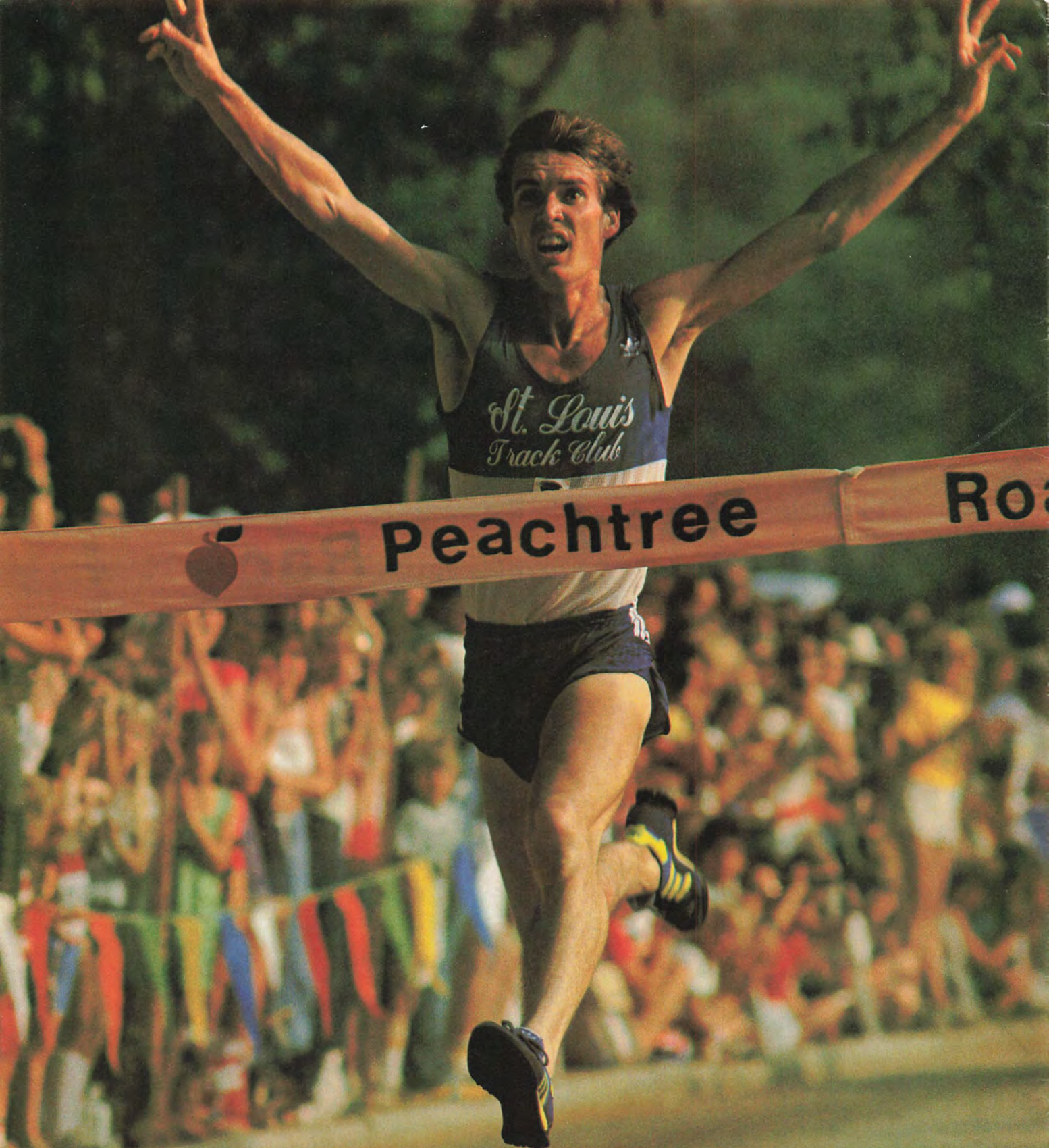
Only \$14.  
Only at JCPenney.

A good looking, great fitting shirt  
that won't cost the shirt off your  
back. 65% Dacron® polyester for easy  
care, 35% combed cotton for comfort.  
Frost yellow, Augusta green, white,  
navy, frost blue, beige and other  
fashion colors. Sizes S, M, L, XL, XXL.  
Available at large JCPenney stores  
and through the JCPenney Catalog.



This  
is JCPenney





# We've got a feeling for winning.

Victory is sweet whether you're racing the clock or fighting yourself to get around the park before breakfast. And adidas is there to help with the most winning gear in the world.



Marathon 80  
Lightweight  
racing flat

24" x 36" PEACHTREE POSTER OFFER: Send \$2 (check or money order), name and address to adidas Color Poster Offer, Box AJ, Fenton, Missouri 63026. Allow 4-6 weeks for delivery.

adidas 



## Sport Talk

is not a good reflection of my talents."

A June start that resulted in a shutout of the New York Mets gave Kaat's confidence a new lift. "I'm very happy that the Cardinals wanted me and I really enjoy the guys here. But maybe next year I'd prefer different working conditions. I'd only sign with a team that would give me the ball regularly. After all," he adds, "there's not much of my career left."

### At Home Behind the Mike

Ron Luciano, the ebullient umpire turned sportscaster, is finally free to be a baseball fan again. "As an umpire," he says, "I wasn't supposed to talk with the players. Now, before the game, I run around the lockerroom asking questions, talking to people. I'm like a little kid in there."

In Luciano's umpiring years, 1969 to 1979, the suppressed little kid in him emerged often enough to get him into trouble with the American League office. A comment Luciano made a few years back that he didn't care who won the pennant as long as it wasn't Baltimore—the result of a long-standing feud with Earl Weaver—got the umpire a fine. Sal Bando of the Milwaukee Brewers once hit a home run against Oakland the day after he and Luciano had been discussing Bando's swing during batting practice.



When Bando rounded second on his home run trot, Luciano, the second-base umpire, applauded, then slapped him on the back and ran with him around third.

"Oh yeah, I've had a lot of hassles with the league office," Luciano recalls. "They

say, 'Think of what the fans must say or the manager of the other team. He's got to fight not only nine players and a designated hitter but the second-base umpire as well.' I say, I'm basically a fan and fans root. They said I couldn't be a fan. But that's why I got into the game in the first place. You can still be fan and hope for a team without taking one side over the other."

Now a commentator for NBC-TV's Game of the Week, Luciano has a chance to get excited over plays and show off a special kind of expertise he developed as an umpire. "You get to know the ball-players and their strengths and weaknesses—who likes to go for the low, outside pitch, who backs away from the fast-ball in tight," he says.

As an umpire, Luciano—to be in proper position—learned to guess when the hit and run was on or when a sacrifice or double steal was planned. "I predicted some plays correctly in my first few games and Merle Harmon, my broadcast partner, and the others in the booth thought I was psychic. Everyone thinks umpires must be stupid, but 11 years out there teaches you how to look for things."

But those 11 years were enough for both Luciano and his previous employer. Asked if he would return to umpiring should the bright lights of television fade, Luciano

chuckles. "The American League office could probably answer that question better than me," he says wryly. "The answer would be a two-second hesitation followed by the loudest 'No way!' you've ever heard."

### Said and Done

☐ Lenny Goodman, on the strategy he uses as an agent for jockeys: "I try to keep myself in the best of company and my horses in the worst."

☐ Don Ohlmeyer, executive producer of NBC Sports, fielding criticism of "trash sports" programs on television: "So what's so enlightening about 22 men bashing skulls on a Sunday afternoon?"

☐ Milwaukee Brewers' broadcaster Bob Uecker, on the lack of respect his .200 career batting average commanded in his playing days: "I remember one time I'm batting against the Dodgers in Milwaukee. They lead, 2-1, it's the bottom of the ninth, bases loaded for us, two out and the pitcher has a full count on me. I look over to the Dodger dugout, and they're all in street clothes."

☐ Jerry Coleman, manager of the San Diego Padres, on what he learned about his trade from Manager Gene Mauch of Minnesota: "One winter he told me the worst thing is the day that you realize you want to win more than the players do."

# Jock Itch is a fungus.

## Cruex® kills it.



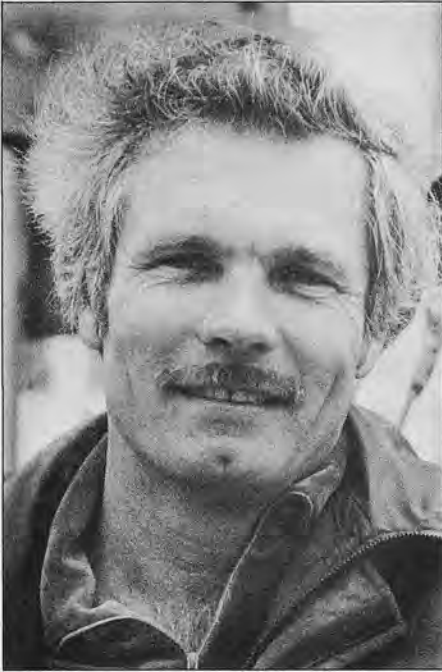
It's a medical fact: the painful itching, chafing, burning rash of Jock Itch is caused by a fungus that can't be killed by non-medicated powders, creams, or salves.

You need Cruex antifungal medicine. Its active ingredient is medically proven to kill Jock Itch fungus. And Cruex soothes the itching, chafing and burning.

Get fast relief and kill Jock Itch fungus—with Cruex. From the makers of Desenex®

© PENNALT Corporation 1980.





## The Mouth of the South talks about . . .

- Being 'baseball's biggest loser'
- Winning the America's Cup
- And why fleas are good for dogs

by STEPHEN STEINER

When Ted Turner stunned the baseball world this past spring by ordering Braves slugger Bob Horner

to the minor leagues, the good folks of Atlanta were treated to the Ted and Bob show, a series of unflattering comments the principals made about each other in the local press. But Robert E. (Ted) Turner III, owner of the Braves and the NBA Hawks, and 1977 winner of yachting's America's Cup, is no stranger to controversy.

Baseball Commissioner Bowie Kuhn ordered Turner suspended from baseball for a year in 1977 for improper comments about the contract of Gary Matthews, whom Turner wanted to sign. Turner further irked Kuhn when he created the concept of the "Super Station," sending the signal of his Atlanta television station—including Braves and Hawks games—to cable-television systems all over the country via satellite. When a violent storm killed 15 yachtsmen in last summer's Fastnet Race in England, Turner's postrace comments expressed more joy over winning than sorrow for the death of his opponents in the contest.

Turner, 41, glides through it all on a mixture of Southern charm, outrageous comments and just plain gab. Known as "The Mouth of the South," a nickname he claims he doesn't care for, Turner was interviewed by *SPORT* in Newport, R.I., as he prepared for his defense of the America's Cup. As Turner spoke, his yacht *Courageous* lay at anchor only a short distance away.

**SPORT:** Next to the strike threat, your dispute with Bob Horner has been the big baseball story of 1980. Why did you order Bob Horner sent to Richmond?

**TURNER:** Bobby was not in shape to play major league baseball and he needed to get in shape. And I figured that with a week or two in Richmond, he could play his way back into shape. Our team was 1-9 at the start of the season, and we made some very major changes because the situation was disastrous. We'd been last four years in a row. Some of the high-paid stars on my team were not playing like stars and they were drawing all-star wages. I just felt like the fans in Atlanta and myself deserved our money's worth.

**SPORT:** Was Horner meant to be an example?

**TURNER:** No. It wasn't a question of scaring him at all. We're paying him \$333,000 a year and you don't pay that kind of salary to minor league ball-players, you pay it to the stars. But Horner wasn't playing like a star. He was hitting .059, hadn't driven in a run, had made six or seven errors . . .

**SPORT:** You've dealt with Horner and his agent, Bucky Woy, before. Did you suspect they might disagree?

**TURNER:** No, I really didn't because I wasn't looking for a confrontation at all. We gave Bucky Woy and Bob virtually everything they asked for. We gave a second-year man a three-year, no-cut, million-dollar contract. That had never been done before in the history of baseball.

**SPORT:** But knowing how combative they are, how they took you to arbitration in only Horner's second year, did you think they would take the demotion sitting down?

**TURNER:** I worried about that to a small degree, but I had to do what I thought was best for the overall Braves organization and for Bob Horner.

I think that Bob Horner has massive potential to be an all-star; I told him that. And not only an all-star, but to go to Cooperstown. But you don't rest on last year's performance when you're 22 and making \$333,000 a year. It's widely known that after the baseball strike started during spring training Bob Horner quit working and got out of shape. And I think for somebody making \$333,000 a year, that he should have stayed in shape.

**SPORT:** Were you worried when he got that money that this could happen?

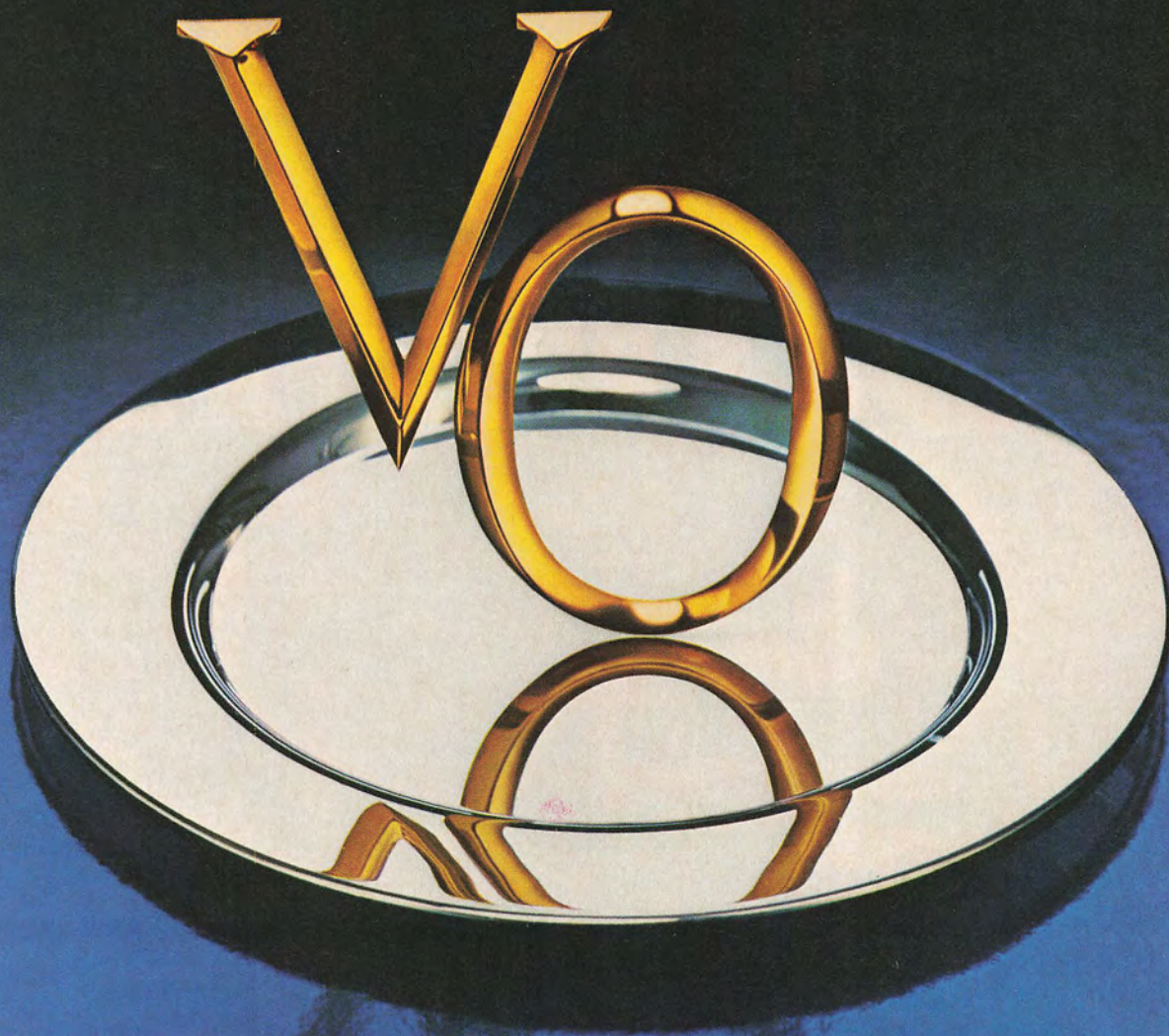
**TURNER:** I have to be frank. We've had problems with him in the past and that worried me because usually you don't have problems. When you are under 25, what difference does it make whether you're making \$100,000 a year or \$300,000 a year? It's so much more than most young people make. It's just hard for anybody to fathom that somebody could be unhappy making over \$100,000 a year at 22 or 23 and at the same time be healthy enough and talented enough and lucky enough to be playing major league baseball, too. When you think of the millions of people in the country out of work, the poor refugees coming from Cuba . . . it makes me sick that we should be sitting here talking about an unhappy 22-year-old.

**SPORT:** One more question about Horner . . .

*continued*



**Treat yourself like company.**



**Seagram's V.O.**  
**The symbol of imported luxury. Bottled in Canada.**  
**Enjoy our quality in moderation.**

Canadian whisky. A blend of Canada's finest whiskies. 6 years old. 86.8 Proof. Seagram Distillers Co., N.Y.C.



# Salem



**Country fresh menthol.  
Light, smooth and  
refreshing.**

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

KING: 15 mg. "tar", 1.1 mg. nicotine, 100's: 16 mg. "tar",  
1.3 mg. nicotine, av. per cigarette by FTC method.



**TURNER:** It better be short or the whole interview is off because I've heard enough about him.

**SPORT:** Has success spoiled Horner?

**TURNER:** I hope not. For his sake, not mine. At 41, success hasn't spoiled me. I don't think.

**SPORT:** You must love sports, owning two teams. . .

**TURNER:** I do not love it. I'm disgusted with it. This aspect of it totally disgusts me. This whole incident has made me think seriously about getting out of it completely. I bore the four years of last place with equanimity and grace. I bore my suspension and all the other things. . . I mean to me baseball is just a silly little game, like croquet or anything else that happens to be popular.

**SPORT:** If somebody waved \$15 million in your face, would you sell the Braves?

**TURNER:** No. I just said I'd consider it. I don't intend to sell the team.

**SPORT:** What about the Hawks? Is it more of a thrill to own the Hawks?

**TURNER:** You bet. They aren't the NBA champions right now, but every player and everybody in the organization is giving 100 percent. We might have the second-best team in the East with the Hawks: when I took the team over we had the worst one. We got players I'm proud to be associated with, who act and play like men.

**SPORT:** Is winning the America's Cup anything like winning the World Series?

**TURNER:** I don't know—I never won the World Series. But I think it is. I think winning anything is very much the same. I think winning a Pulitzer Prize in writing or a Nobel Peace Prize, or if you win an award for horseback riding or contract bridge or checkers or whatever it is, it's the same thrill. You work for years to achieve excellence and it's to your credit.

**SPORT:** I gather winning the America's Cup was a high spot in your life.

**TURNER:** It was one of them, but there have been a lot more important things to happen to me than that: meeting my wife, having my five children, making a success in business.

**SPORT:** So sports have a place in your life, they're important, but your life doesn't revolve around them?

**TURNER:** Heck, no. Sports mean fun and games. They're diversion. Sports are something you do in your spare time. I mean only a very wealthy society like ours could afford all this emphasis on professional athletes who don't have any other job than to play a few games.

**SPORT:** What kind of money is involved in an America's Cup? For example, how much does it cost to compete with the *Courageous*?

**TURNER:** About \$500,000 to \$600,000.

**SPORT:** Where does that sum of money come from?

**TURNER:** A syndicate.

**SPORT:** Are you their employee?

**TURNER:** No. I'm a contributor. I own the *Courageous*. I chartered it to the syndicate and gave up control of it, so if I'm doing a bad job I can be fired.

**SPORT:** How important is the role of the captain in winning the America's Cup?

**TURNER:** It's very important, something like being the coach and quarterback on a football team.

**SPORT:** Is there more pressure on you this

maintain a cool head and keep the crew charged up and doing the right thing and avoiding panic. We had a woman on board and my 15-year-old son, and we had a good, strong boat. The most frightening aspect of it was the prospect of hitting another boat which you couldn't see because of the waves. The prospect of lots of people being killed was there, as well as the prospect of us being killed. You just hang on for your own life. It's kind of like every boat for itself. One boat did go to another's aid, which was very heroic, and they ended up with people killed on *their*

---

*'We might have the second best team in the East with the Hawks . . . We got players I'm proud to be associated with, who act and play like men.'*

---

year as the defending champion?

**TURNER:** We go into it putting our best foot forward. We're the only ones with an old boat. That doesn't mean we're going to lose, but normally people build new boats because they want to have the latest of everything on it.

**SPORT:** Is that a calculated risk, using an old boat?

**TURNER:** Sure. It's kind of like having an old wife. A devil that you know is sometimes better than a devil that you don't. At least we know we've got a good boat.

**SPORT:** What was the storm like at the Fastnet Race last year when you were going through it on the *Tenacious*?

**TURNER:** It wasn't as bad as somebody throwing grenades, mortar shells or machine-gun bullets your way. I'm sure that however bad it was, it was not nearly as bad as being in Vietnam.

**SPORT:** Did you worry for your life, racing in that storm?

**TURNER:** No. I don't worry about my life. I know I'm going to die and I don't worry about it. It wasn't that big a deal. I've been in worse storms. Whenever you go out to sea in a small boat, you take a chance on that happening. Or on a big boat, too. The *Titanic* didn't make it. The sea is a dangerous place.

**SPORT:** Why do you go out there and risk danger?

**TURNER:** Wait a minute. Do you know that that storm killed three people on the *land* in England? A couple of trees got knocked over. You're just about as safe out there if you know what you're doing as you are walking across midtown Manhattan at the 5 o'clock rush.

**SPORT:** In a situation like that, what's the job of the captain?

**TURNER:** The captain's main job is to

boat. It was blowing so hard, it was survival conditions.

**SPORT:** Was it the job of the captain to be on deck shouting instructions throughout?

**TURNER:** The storm lasted all night. I was on deck for 2½ hours at the height of the storm, and for the other 4½ to 5 hours I was below trying to get a little rest in case it got a lot worse.

**SPORT:** Do you pray when you're in trouble on the ocean?

**TURNER:** Yes.

**SPORT:** Are you a religious man?

**TURNER:** Not too. But in a storm like that, everybody prays. There's not much else you can do—you might as well pray. Pray to God to calm the waves and wind. If it keeps on happening, you know one of them is going to sink you sooner or later.

**SPORT:** Was your major concern at Fastnet staying alive or winning the race?

**TURNER:** Winning the race. In ocean racing you're supposed to race as long as you think in your judgment as the skipper you should remain racing, without unduly risking life and limb. That's what we came for. Ocean racing is to show who's the toughest.

**SPORT:** You were criticized after the race for being too concerned with winning and not with your fellow yachtsmen who drowned.

**TURNER:** No, I was very concerned about my fellow yachtsmen who drowned. I went to the memorial service and we sang the seaman's hymn: "O heavenly Father strong, hear us when we cry to thee for those in peril of the sea."

**SPORT:** In his new book, *Fastnet—One Man's Voyage*, author and sailor Roger Vaughan said you were on deck for only one hour of the storm. He said you have an aversion to heavy weather.

*continued*



**TURNER:** It doesn't bother me. Whenever you're in the limelight, you're going to have all sorts of stories get around.

**SPORT:** Is it envy?

**TURNER:** I don't know what it is. But the guy who wrote this was on a boat that didn't win. It was written by one of the losers.

**SPORT:** Your other sports ventures, the Braves and Hawks, may be based in Atlanta, but because of the satellite-carried Super Station haven't they become national teams?

**TURNER:** Well, I wouldn't say that they're national teams. The Braves aren't even accepted by Atlanta. I don't know why the nation would embrace something the local hometown wouldn't. They are tele-

**SPORT:** When other teams' games come into Atlanta, it doesn't bother you?

**TURNER:** No. At least it gives me a chance to watch some good baseball.

**SPORT:** What, if anything, can be done about players' salaries?

**TURNER:** The simplest thing would be to pay the players less. Then the salaries wouldn't be skyrocketing quite so high.

**SPORT:** How do you do that?

**TURNER:** Have a limit on salaries. Put some incentives in the contract. Negotiate some intelligent clauses in the contract. It wouldn't put any baseball players in the headlines; they'd still be pulling down hundreds of thousands of bucks a year, the good ones.

**SPORT:** Are the Braves in a precarious

right. If the Cable News Network doesn't work, I'm broke.

**SPORT:** What would happen if you lost your money?

**TURNER:** I'd get a job somewhere. I could get a job in a lot of places, I'll bet. I could work for a lot of people. I could work as a fisherman on a fishing boat. Or a hand on a sailboat. I could work for the U.S. Navy. I'm pretty smart. I'm a hard worker, I'm good in storms. I was in the Coast Guard. I'd be good at guarding the coast. I can shoot a gun pretty good.

**SPORT:** But if you lost it all and were a fisherman, just hauling in a net and bringing in some halibut. . .

**TURNER:** What's just "hauling in a net?" That's a great thing. At least I wouldn't have to worry about all these problems. And nobody would interview me any more, thank God. It might not be a million dollars, but I could make enough to feed my family. I was in the U.S. Coast Guard making \$87 a month and cleaning latrines. They gave me all the latrines to clean. I cleaned them pretty good. They gave me an honorable discharge.

**SPORT:** During the Horner controversy, you were accused in the Atlanta press of meddling in the operations of the Braves.

**TURNER:** The last time I checked the constitution of baseball, the owners can meddle if they want to. We were down so far that there was no way that I could damage this team. A ship that's sinking, you can't damage. If you blow it up at least it would go down a little faster. The Braves have been a sore point, but as my dad always said to me, "A few fleas are good for a dog, it reminds him that that's what he is."

I've got to be at the bottom of the heap in baseball. The absolute bottom. Regardless of my other successes, I've got to be probably the biggest loser in the history of baseball. I look at baseball as kind of my little extra burden that I have. Some people have to live with diabetes, I have to live with a losing baseball team. Poor eyesight, hard of hearing, some guys don't have all their fingers or all their toes. I mean I'm not going to complain about it, if the worst thing I've got is a losing baseball team, at least I got one. Better a losing team than none at all.

**SPORT:** Would you trade Bob Horner?

**TURNER:** I'm tired of talking about Bob Horner. There are very few 22-year-old players that call the owner a jerk after he just gave him a million-dollar contract. The next time you ask me about Horner, this interview's over.

**SPORT:** Horner returned to a Braves uniform without going to the minor leagues. Was that a victory for him?

**TURNER:** Our interview is over. □

*'I look at baseball as kind of my little extra burden . . . Some people have to live with diabetes, I have to live with a losing baseball team.'*

vised on cable systems all over the country, if that's what you mean.

**SPORT:** Why would somebody in Missoula, Montana, want to watch Biff Poceroba trying to throw a runner out at second?

**TURNER:** To see if he could ever catch one. Because it's the only game on in Missoula on Tuesday night at 11:30 on cable. That's all they got; they don't have a big league team. It brings big league baseball on a regular basis through the miracle of the satellite and cable television into small-town America which wouldn't have it otherwise.

**SPORT:** Missoula is one thing. But what about when Braves games go into the markets of other teams like they do in New York? Is it fair to those teams?

**TURNER:** Why not? Cubs games are in Atlanta and so are Giants games, and I don't think that's my problem with attendance. I don't see a few out-of-town games bringing baseball to an end.

**SPORT:** Commissioner Bowie Kuhn is opposed to bringing the games in.

**TURNER:** But there's a more important name than Bowie Kuhn: the government of the United States. The reason that baseball games are brought around is that the United States government says they should be brought around. I am not the one who changed the rules on that. I just saw what was happening, that's all. The more games you see on TV, the more exposure you get in magazines, the better the chance a team has of shaking you down for 30 bucks for two of you for an evening's entertainment.

financial position?

**TURNER:** They're in a very precarious position. They'd be out of business if it wasn't for me or some other sucker.

**SPORT:** Did the Hawks make money last season?

**TURNER:** No. They lost money, too, but they didn't lose near as much as the Braves. With the Braves, the losses are massive. Like you don't mind giving a pint of blood to the Red Cross once in a while, but to give a gallon every day, you're being bled white and it's not so much fun. But it's not the end of the world. I'd rather have my country be free and have a last-place club than a first-place club and a communist country.

**SPORT:** Even with the Braves' losses, you're undertaking the Cable News Network, a 24-hour-a-day service. What will it cost?

**TURNER:** Fifty million. But I intend to be in the black.

**SPORT:** When?

**TURNER:** Before I go broke.

**SPORT:** When will that be?

**TURNER:** Hopefully before I run out of my ability to raise additional funds or to generate them on the Super Station or through some other sleight of hand, the same way I made it through the Fastnet Race. When the smoke cleared and the storm blew away, there we were and that's how I'm going to be when this is over, hopefully. And if not, I'll be blown away.

**SPORT:** Do you worry about that?

**TURNER:** Nah. A little bit. But I'm going to be blown away sooner or later. At least I'm doing what I enjoy and what I think is



# "HIT ME WITH A CLUB."



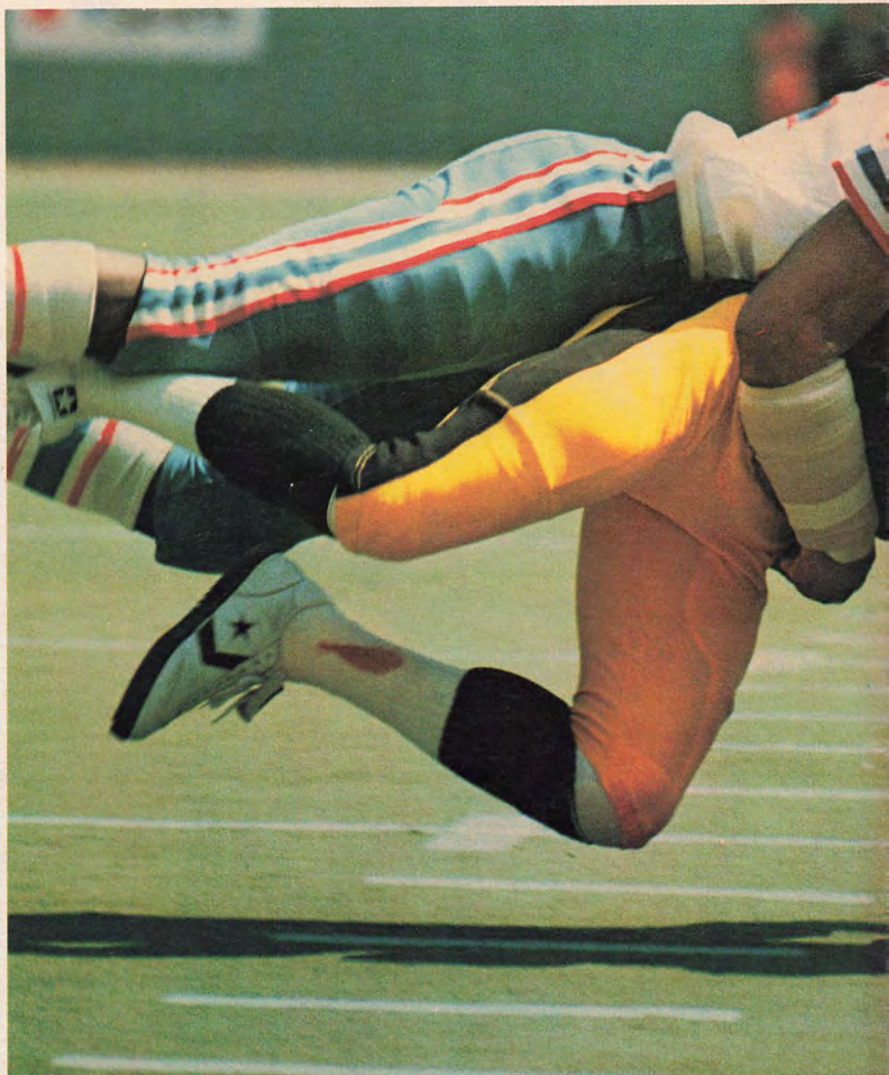
**That's what you call a great tasting cocktail!**

25 PROOF COCKTAILS: PIÑA COLADA • MARGARITA • SCREWDRIVER • TEQUILA SUNRISE •  
STRAWBERRY MARGARITA • WHISKEY SOUR • DAIQUIRI • STRAWBERRY DAIQUIRI • MAI TAI

THE CLUB® COCKTAILS • 25 Proof • Prepared by The Club Distilling Co., Hartford, CT

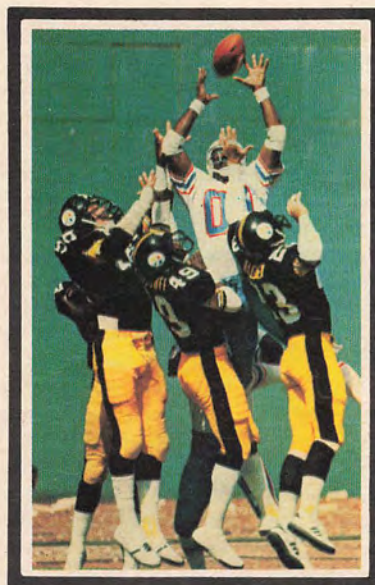


Oiler Ken Burrough rises above a menacing wall of Steelers (far right). Lynn Swann of Pittsburgh (center) uses his free hand to cushion the jolt of hitting the turf. Cowboy Drew Pearson (below) and Giant middle line-backer Harry Carson eye a low-level pass.



Ram Billy Waddy leaves his feet (right) while a Pittsburgh posse tries to separate him from the ball. Stanley Morgan of the Patriots (above) dives for an overthrown pass. Eagle Harold Carmichael (left) struggles to avoid immediate arrest.





## Yes, You Can Call Him **THE ASSASSIN**

*The NFL pass catchers reply to Jack Tatum's book and pin on him some titles of their own.*



**P**rofessional football is a game of swiftness, precision and exacting skills, executed in a climate of violence. Most players grudgingly accept the presence of violence as an inevitable part of the game. But this year, Jack Tatum, a free safety with Oakland for eight years and recently traded to Houston, dictated a best-seller, *They Call Me Assassin*. His book's interpretation of the spirit of football raised serious questions about the nature of the sport.

Some of Tatum's more memorable statements: "My idea of a good hit is when the victim wakes up on the sidelines with train whistles blowing in his head and wondering who he is and what ran over him. . . . I never make a tackle just to bring someone

down. I want to punish the man I'm going after and I want him to know that it's going to hurt every time he comes my way. . . . My style of play is mean and nasty and I am going to beat people physically and mentally but in no way am I going down in the record book as a cheap-shot artist."

There are those who would dispute Tatum's denial of cheap shots. In the book he revels in "knockouts" of Riley Odoms and Floyd Little of Denver, Sammy White of Minnesota and Lynn Swann of Pittsburgh.

Tatum's chief claim to notoriety came after he hit New England wide receiver Darryl Stingley in a 1978 exhibition game. Stingley survives as a quadriplegic, with only limited use of one arm.

*continued*

by LARRY FOX



## The Assassin *continued*

In his book, Tatum reveals that he and another Oakland defensive back, George Atkinson, kept score of their knockouts, defined by them as clean, legal hits in which the victim was "down for an official injury timeout and had to be helped off the field."

Tatum's notions of the essence of the game are best answered by those who know defensive backs best—their natural enemies, the wide receivers. *SPORT* polled a number of wide receivers and here are their reactions to questions about how they are covered, legally and illegally, by Tatum and other defensive backs.



**Drew Pearson**  
*eight years with the Dallas Cowboys:*

"Jack Tatum does all this talk about hitting and he does get in some good shots but people always catch the football. That tells

me something is lacking in Tatum's pass coverage. Heck, everybody in this league can hit. It seems like Tatum just waits on the hit. He lets the guy catch the ball and then comes in to try to take his head off and make him give up the ball. It works sometimes. I think he does play with the intention to hurt somebody.

"When you play against him you better be in the frame of mind to deal with Tatum or you'll be in trouble. I think he tries to do it within the rules but there's a few times he'll give it the cheap shot: a forearm smash to the face after a guy's down, or going for a guy's head.

"I think Tatum could have held up on the play that hurt Stingley but the lick itself wasn't a cheap shot. What caused the injury was that Darryl ducked his head when he got hit on top of the helmet. I've studied the film strip of that play over and over to learn better ways to protect myself. A lot of receivers don't like to run that kind of inside pattern. I don't favor it myself, but when they call it, I run it. It's an important part of the offense for a lot of teams, including the Cowboys.

"Intimidation is a way of life in the NFL. I've taken some mean, heavy licks and I'm not even counting those little extras on a routine play where they go across your forehead with a forearm, try to stretch your fingers or swing your arm behind your back. In the Super Bowl against Denver, Bill Thompson put a forearm to my head, a pop I think could have been avoided. He really put my lights out on that play. In the Super Bowl against Pittsburgh, Mike Wagner hit me when I caught a pass over the middle. On the initial impact he cracked a couple of ribs

and then he kept going like he was trying to drive me into the ground. I don't know if he could tell I was hurt but there was no struggle on my part because I was hurting so bad. Still, he just kept driving me and then another Steeler came in on the play and hit me in the mouth.

"We've got a league rule that outlaws a lot of the tough talk back there because that heats up the action, but the rule hasn't stopped it all. The biggest talkers are Ron Johnson of the Steelers, Terry Jackson of the Giants, Pat Thomas of the Rams and Herm Edwards of the Eagles.

"The new rules designed to open up the offense don't help us stay healthy. Limiting the bump on the bump-and-run gives a better chance to get free but doesn't do anything about the moment we're most vulnerable, when going for the catch. The game is becoming more violent. The teams that have won the most championships over the last few years have been the most physical teams. You don't want to stop all the violence because then you stop football. But something should be done to get rid of cheap shots. Deliberately trying to hurt a person in a football game introduces a criminal element into the game. One of the worst aspects of Tatum's book is that guys will come into the NFL and believe that the way to succeed is to hurt people. If it keeps up like that, I'll just have to find something else to do."



**Wesley Walker**  
*four years with the New York Jets:*

"I can't ever remember a defensive back who had a chance to hurt me and didn't try. But I understand how they enjoy a good hit. Lots of times they'll stand over you and shout to your bench, 'You better come get him, now.' What I don't under-

stand is anyone like Tatum who seems to coldly enjoy someone else being hurt. If a guy's going full speed and he's up in the air, he just doesn't have any protection. You've also got to string yourself out for the pass that's just out of reach. Coaches drill you to go for the ball no matter how high it is. Guys will tease you for 'short arming' it if you don't stretch.

"One way to pay back cheap-shot artists is the crackback block, where a receiver doubles back and hits a defensive back from the blind side. The NFL outlawed crackbacks at the knees, but if we hit a man high it can be just as effective in terms of taking him out of a play. I passed up an opportunity to maim Jack Tatum. I really had a chance to clean up on him with a crackback. I could have torn his head off, crippled him for life. But I didn't. I hit him high with a shoulder. After the play, Tatum thanked me for not trying to hurt him."



**Haven Moses**  
*13 years with Buffalo and Denver:*

"Sure it gets to be hurting out there. I look at it this way. The ones that try to hurt me are the ones who feel they need that for

their confidence. They compensate for a lack of ability with that kind of intimidation. When they try to hurt me, it means I'm in the process of winning the battle.

"We're all most vulnerable when we leave our feet on comeback patterns and over-the-middle routes, where everyone converges and several people can hit you. The look-in pattern on which Darryl and Jack were involved is that kind of a play. You have to look away, can't see the defenders for a matter of seconds while trying to locate the ball. But you're in an area where linebackers and defensive

## The NFL's Monday Morning Justice For All

Somebody up there has been watching cheap-shot artists for some 12 years. Since even before the two leagues merged in 1970, says NFL Commissioner Pete Rozelle, "we've been looking for cheap shots in game films." It all began innocently enough, says Rozelle, when NFL staffers were reviewing a routine coaching film as part of their weekly grading of game officials. In a game between the New York Giants and the Cleveland Browns, the staffers saw Giant linebacker Bill Swain deliver a classic "clothesline" smash with his outstretched arm to Cleveland ballcarrier Leroy Kelly. The hit seemed so outrageously deliberate that Commissioner Rozelle was asked to view the sequence.

"We've been doing it that way ever since," says Rozelle. "We spend about eight man-hours on each of our 14 games each week, and I usually get called in once a week. Sometimes it's just a controversial play or call. But on average, we see about 10 to 12 incidents a year on film that lead us to disciplinary action."

Thirteen such incidents cost the culprits some \$4,300 in fines last year, not enough to maim, but just enough to remind. Do the cheapies center around any particular position? Says one league official: "No, they seem to come from all walks of life."



backs can get in a very good hit, especially a safety who reads the play. It's a rough play for a receiver but you can't outlaw the pattern like Tatum suggests because it's a strategy, ball-control play."



**John Stallworth**  
*seven years with the Pittsburgh Steelers:*

"Between the receiver and the defensive backs there's a constant little game and the way I play it is to look directly into the defensive back's eyes. Wild animals do this. The leader of the pack tries to stare down the other one. I play a little eye game rather than converse with people. If he knows I'm trying to retaliate, that would definitely be a minus for me."

"I think the best revenge is catching the ball. Physically, receivers aren't very strong people. Fast people, yes. Elusive people, yes; but strong people, no. I'm one of the bigger receivers [6 feet 2, 183 pounds] but all defensive backs are either equal to my size or bigger."

"George Atkinson gave me a heavy lick once, but the worst was a shot from Melvin Morgan of Cincinnati. I had just caught the ball and turned to run when Morgan smashed me with a forearm. The officials ruled no fumble even though I dropped the ball. Morgan was suspended for a game by the Commissioner. I'd like to think Morgan wasn't maliciously trying to maim me except some Bengals told me he did head-hunting even in practice."



**Ahmad Rashad**  
*eight years with Minnesota, Buffalo, St. Louis:*

"Everybody tests you when you first come in as a rookie. When they get up from the pile, they'll step on you, or you might get a shot in the head. When you complete a long pass, that evens everything up. Still, you've got to let them know that they can't cheap-shot you and get away with it. I can't be out there for an hour worrying if somebody's going to cheap-shot me again. I've got too many passes to catch and we've got a game to win. I'm not gonna pretend like it didn't happen and that you're not 'getting to me.' I'm going to get you right now."

"I don't classify Tatum as a cheap-shot artist. You know he's going to hit you if you're in his territory."

"Tatum shouldn't be blamed for Stingley getting hurt. My God, it was an unfortunate play but it's all part of football. Darryl was running a high-risk pattern,

but it did not seem to me that Tatum just cheap-shot to hit the guy in the head."

"But you can't outlaw a particular pass. That would be like outlawing the fastball in baseball because of what might happen if Nolan Ryan hit somebody in the head."

"Defensive players generally are more aggressive than others. Tommy Nobis, who used to play linebacker in Atlanta, just loved to talk about how he liked to hit guys in the crotch, the neck, to knock 'em out. Certain things turn some people on, but that's also part of football. If you remove that element, you might as well play flag football."

"During an exhibition game, Jim Marsalis, who played for Kansas City, could have tackled me higher but he aimed low, and sent me to the hospital for knee surgery. Marsalis got hit a week later, and his injury ended his career. The king of the current cheap-shooters is Doug Plank, the safety for the Bears."

"It's like war; people get killed in a war but you can't get into figuring how that happens and how many times a guy gets shot. And you can't do that for football. It's a tough game and you're gonna get hurt playing it. I know that's a risk I take playing the game. Football is on a whole different level. You can't relate it to normal society. You can protect yourself a little by getting to know which guys are crazier than others."



**Dave Logan**  
*five years with the Cleveland Browns:*

"When I broke in as a regular replacing Paul Warfield, I was one of the few wide receivers who were white; a lot of cornerbacks reminded me I looked out of place. I wouldn't want to make it a black-white issue, but a few things were said that were meant to be intimidating on the basis of race and I got into a few scraps."

"If the defender can get your concentration off your game, he's achieved half the battle. If you get the reputation that you can be intimidated, you'll find it rough going from every team."

"I have one advantage. I'm 6 feet 4 and 216 pounds and bigger than most defensive backs. I'll retaliate with a tough block when I have the opportunity because there are those times when you've just got to line up and go get 'em."

"On the Browns most of the wide receivers are pretty good-sized and we run a lot of inside patterns. Some teams, including Tatum's old club, Oakland, do not. There are a lot of receivers who flat-out refuse to run inside patterns."

"It's too bad what happened to Darryl Stingley. The accident might not have oc-

curred if Darryl hadn't laid out for the ball, which he didn't appear to have any chance to catch, and if Jack Tatum had completely avoided a collision. But at the time both guys did what they were conditioned and trained to do."



**Harold Carmichael**  
*10 years with the Philadelphia Eagles:*

"The quick post [a diagonal run toward the middle] or inside patterns can be dangerous if not run correctly, but I've scored a lot of touchdowns on those plays. Actually, you're vulnerable on any pattern unless you can maneuver the defender into an awkward position that gives you time to catch the ball and get your body oriented to take a hit."

"It's not very pleasant to be lying on the ground really in pain and hear them yelling, 'You got him now!' or 'good shot.' Certain guys really want to punish a person to let him know they're present and a lot of them feel the only way to keep a good receiver from scoring is to get him out of the game."

"I don't think a receiver is in a good position to retaliate even when he's as big as I am [6 feet 8]. You just don't get as many opportunities as the defensive back has. Besides, if a receiver tries too hard to get even, it looks bad. People ask, 'Are you hearing footsteps?'"



**Stanley Morgan**  
*four years with the New England Patriots:*

[On the play in which Stingley was hurt], "I was running from the opposite side, the exact same pattern as Darryl. I

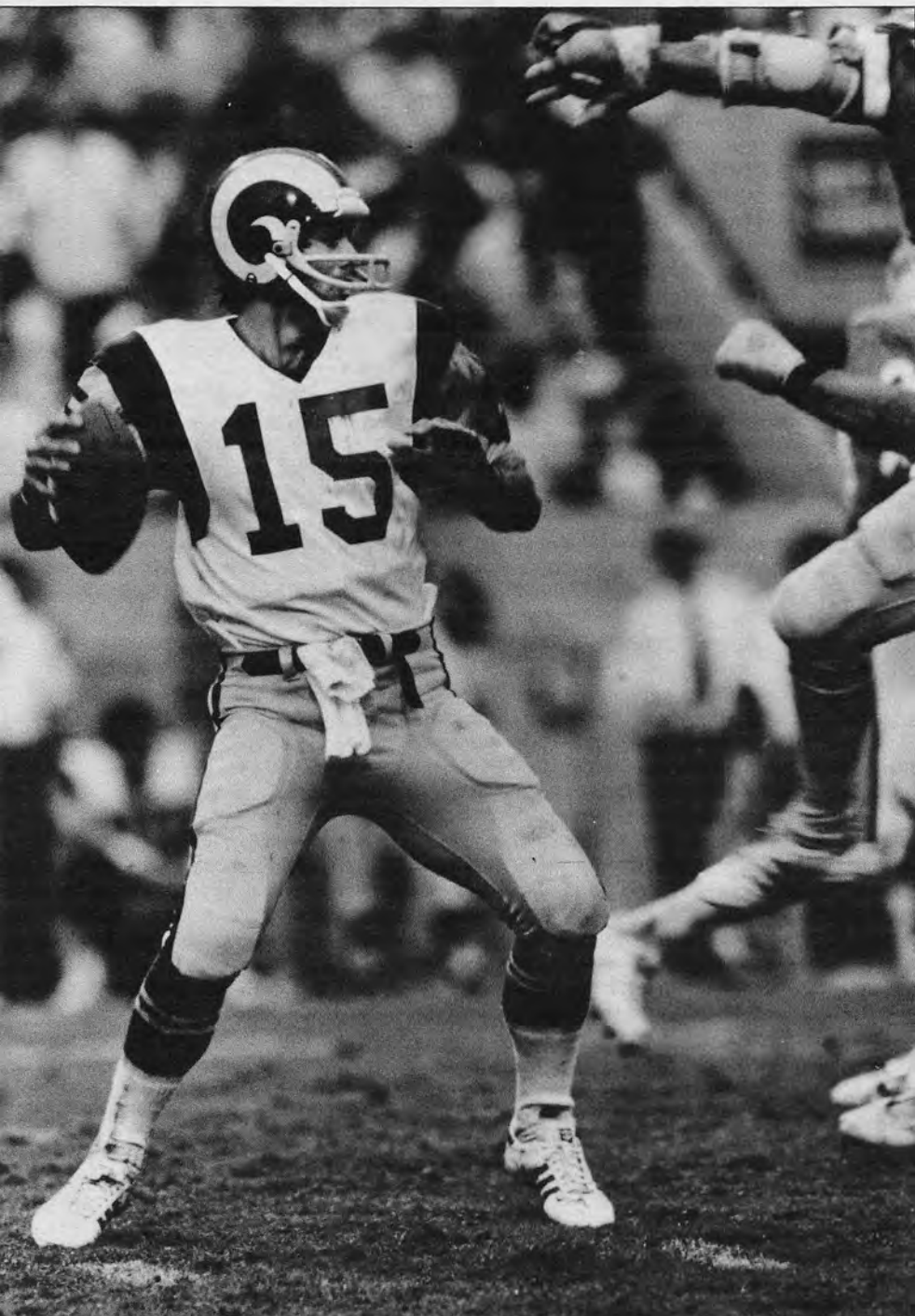
saw him dive for the ball and then I heard the lick. I still don't exactly know what went wrong. Our coaches didn't encourage us to look at the film. Tatum plays his own game and when you're in his area you've got to know he plays it that way."

"I can't worry about a defensive back. I know I'm going to get hit. The best thing I can do is catch the ball, because if I miss it, I'm going to get hit anyway. If you take your concentration off the ball, there's no way you're going to catch it."

"I believe if I'm going to get hurt, it's going to happen regardless of whether I'm on the football field or walking the streets. I try to live in a kind of dream world. I keep psyching myself out and saying something like, 'That can't happen to me.' But I have to face the reality that one day it may." □



# Heaven Is Being No.1—And Vince Can't Wait



*Vince Ferragamo thinks he should quarterback the L.A. Rams. If he can't, he might be a doctor—or a movie star.*

by BILL LIBBY

He would seem to have it all. He is young, healthy and an athlete. As a quarterback for the Los Angeles Rams, he plays *the* position for one of *the* teams. When the star was hurt last season, he became the star. He took over the team and led it to the Super Bowl. A hero, he wound up in *The Superstars* on television and was in demand not only for lucrative commercials but for dramatic roles as an actor.

The operative word here, obviously, is *star*, and it is a word that bothers 26-year-old Vince Ferragamo more than one would expect of a young man who has been all-this or all-that since high school when, with single-minded dedication, he began setting goals for himself and then achieving them.

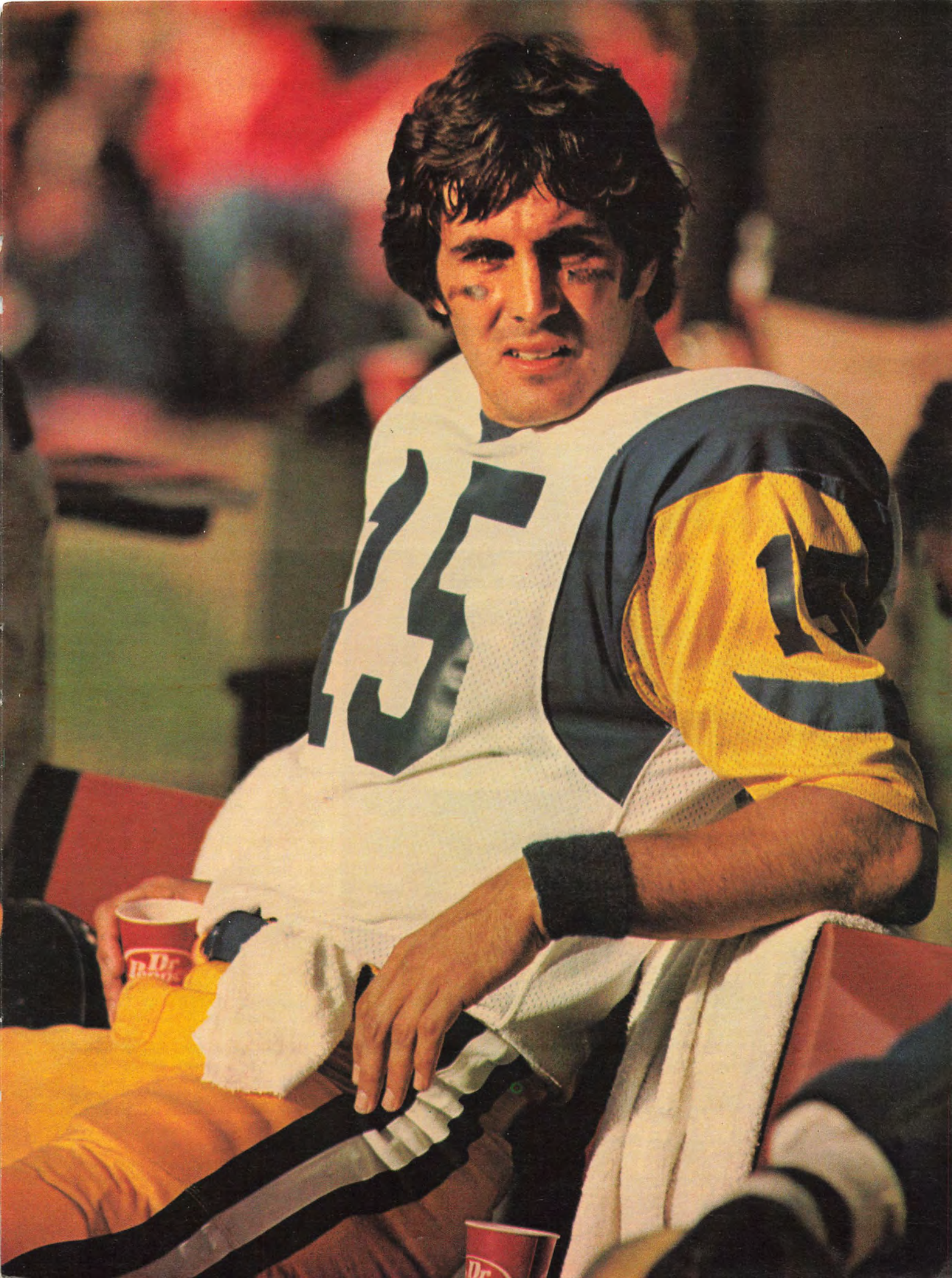
Sitting with his wife, Jodi, in the sparsely furnished den of their new ranch-style home in Orange County, south of Los Angeles, the No. 1 or No. 2 Ram quarterback mutters that appearances are deceiving. "I would appear to be on the verge of big things," he says, "but they are far from reality. You would think that I proved myself last season. I should have won a starting job, but I haven't. I have to go out and win it again."

The American Dream, it seems, is clouded. Sometimes Ferragamo wonders even what the dream is. He sighs and says, "I like playing the game, but I don't like playing the games that go with it. I don't like playing politics, which seem to be part of winning a position. I dislike controversy, yet find myself drawn into it. I dislike the spotlight, yet can't avoid it if

*continued*

*On the bench (opposite page) Ferragamo shows his movie-star macho. On the field (left) he shows his cool looking into the jaws of a blitz.*







# NEW! THE MAN-SIZE ROLL ON.

Get man-sized roll-on protection with the new Brut 33 Roller-Ball. The anti-perspirant and deodorant are up in the handle so the big ball's always ready to roll. It's super-dry and long-lasting too. Brut 33 Roller-Ball Anti-perspirant or Deodorant. Man-sized protection and the great smell of Brut®... by Fabergé.



## Ferragamo *continued*

I want to be a star.

"I don't even know if I want to be a star. I want to be the best quarterback in the business, but I'd like to leave that on the field and not have to take it with me off the field. I want to make a lot of money, and I can make a lot of money as an actor, but I don't know if I want to be an actor."

Jodi speaks up. "You can be anything you want to be," she tells her husband. Usually, when the two are in a room it is she who talks more, but the normally quiet Ferragamo—some say aloof—is intent on spelling out his options. He looks at Jodi as if she were half mad. "Maybe," he says, "but it is not that easy." Football, medicine, movie or television stardom—what Ferragamo calls "outside opportunities"—hinge, in a fateful way, on one person, Pat Haden.

In their professional lives, Vince Ferragamo and Pat Haden have traveled similar paths. Until now Ferragamo, one year younger, has been behind Haden—when he hasn't been dodging him. Like Haden, Ferragamo was a Los Angeles schoolboy sensation; Ferragamo did not go to USC where Haden was already established as the Trojan quarterback. Ferragamo went instead to California, and then to Nebraska.

Both were excellent quarterbacks, excellent students. Haden was a Rhodes Scholar, Ferragamo a Football Foundation Hall of Fame scholar (who, since graduation, has finished the first year of medical school). But in pro football, both were suspect; each was ignored early in the draft—Ferragamo was picked fourth in 1977, Haden fifth in 1975.

At just under 6 feet and 180 pounds, Haden was considered small, his arm rated accurate but not very strong. Ferragamo, at 6 feet 3, 207 pounds, was big enough and had an arm like a cannon, but the scouts thought he was slow and not an all-around athlete.

The criticism irks Ferragamo, who was a good high school baseball player and showed skills on TV's *Superstars* last winter as a swimmer and tennis player. "I am not able to beat a running back in a foot race," he says, "but I'm as agile as a lot of quarterbacks. I'm big. I can't scramble like a Tarkenton, but I can take a hit and throw it off like a Bradshaw."

Haden shucked off the bad notices and soon became a part of the quarterback overkill that characterized Ram teams for most of the 33 years they were in Los Angeles. The Rams have almost always had two superb quarterbacks where one might have served them better, beginning in the 50's with Bob Waterfield vs. Norm Van Brocklin and continuing today with Haden vs. Ferragamo.

*continued*



# EXTRA IMPACT PROTECTION FOR EVERY ATHLETIC SHOE. AND EVERY FOOT THAT GOES IN THEM.



## PRO COMFORT® SPORTS CUSHIONS™ BY SCHOLL.

New or worn. Expensive or inexpensive.  
All sports shoes will feel and play better  
with Pro Comfort Sports Cushions.

These specially designed shock  
absorbing insoles are guaranteed  
for the life of your shoes. And  
they help comfort, protect and  
ease the strain that your  
feet must bear.

They fit comfort-  
ably in your shoes  
because they're



made from thin, lightweight Poron.\*

A revolutionary material that  
actually reduces blistering impact  
twice as well as sponge or  
latex. And also breathes to keep feet  
feeling cooler and drier. So with every  
foot-strike, you can feel the difference.

Pro Comfort Sports Cushions by Scholl.

Some help for every athletic shoe.

And for you.

support for your game

**pro  
comfort**

by **Scholl**

\*® PORON, Rogers Corp. ©1980 Scholl, Inc.

Sports Cushions are one of the fine products  
in the Pro Comfort line of athletic accessories by Scholl.





**No compromise**  
Winston Lights didn't compromise  
on great taste to get low tar.  
Why should I?

Winston Lights taste good  
like a light cigarette should.

LIGHT 100's: 13 mg. "tar", 1.0 mg. nicotine, LIGHTS: 14 mg. "tar",  
1.1 mg. nicotine, av. per cigarette, FTC Report DEC. '79.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.





## Ferragamo *continued*

Haden was in his second year, and soon to be No. 1 quarterback, when Ferragamo arrived. In two and a half years as No. 1, Haden set team records for completions, although he did not connect often on deep passes. Judged by regular-season wins, he was the NFL's best quarterback as he led the Rams to three straight division titles. What Haden did not do was lead the Rams beyond the second round of the playoffs.

Then came last season. For Ferragamo, it started poorly. He performed well in the preseason, but there was no way he was going to take the quarterback job away from the hometown hero who had won twice in the Rose Bowl. By midseason, all that was academic. Tacklers had broken Ferragamo's finger to add to his problems with torn rib cartilage.

Haden was having his own problems. With the Rams suffering all manner of major injuries, they were 4-5 and falling out of their division race when Haden broke his finger. Ferragamo did not start the next game—rookie Jeff Rutledge did, and lost.

Ferragamo's time had finally come, or had it? He started against Atlanta and won with two long touchdown passes. But the following week against San Francisco, he had to be saved by the Rams' fourth quarterback, seasoned Bob Lee, who saved him again the next Sunday against Minnesota. "I guess they've given up on me," said a morose Ferragamo.

To Ferragamo's surprise, Ram Coach Ray Malavasi announced he would continue to start him. Ferragamo responded with a splendid performance as L.A. beat Atlanta for the division title. Malavasi now says, "Psychologically, the young man needed that kind of lift. I felt if I built up his confidence, he could do the job. I felt we needed him for our future."

"The coach saved me," says Ferragamo. Ferragamo, in turn, may have saved Malavasi. He succeeded where no other Ram quarterback had in 14 years, leading Los Angeles into the Super Bowl, and he came within one bad play of possibly winning that game. In the first-round playoff, nobody expected L.A. to beat Dallas. It did, on three touchdown passes by Ferragamo, the last for 50 yards with two minutes to go and the Rams trailing. Los Angeles was favored in the NFC championship game over Tampa Bay, and they won on three field goals.

Ferragamo had seen the movie *Heaven Can Wait* in which a recently-departed player is restored to life in time to lead the Rams to the Super Bowl. He identified with the player in the film and could see himself beating Pittsburgh for the championship. For four-fifths of the game he was impeccable, completing 15 of 25 passes for better than 200 yards, and set-

ting up two touchdowns. Then real life intruded. Ferragamo was supposed to look in one direction and throw in another. He stared directly at a receiver and was intercepted by linebacker Jack Lambert. Unfortunately for Vince, another Ram receiver was free in the end zone. The Steelers won, 31-19.

A dreadful mistake, but one to be expected from a young player. With Ferragamo, the Rams went farther than anybody had hoped, and Ferragamo was a star—with star problems.

"It's not my decision; it's the coach's,"

by bringing up something of interest to him, you get all of him and find out he's got a lot to give."

Smiling, Vince says, "I never thought about it that way, but I think she's right. I like to concentrate on one thing at a time. Maybe it makes me rude, but if I've got my mind on something and don't want to be distracted, I just turn off and it's as if the world and others around me don't exist. I don't like small talk. I don't like to give a lot of me away."

This summer, he cut one commercial and went on the *Tonight Show*, but on the

---

*'I don't want to create a controversy that will hurt the team. I don't want to hurt Pat. We room together in camp and are friends.'*

---

says Ferragamo in his den. "Malavasi says a regular gets the first chance to regain that role when he returns from an injury. But I expect to get a chance and I expect to win the position. I don't want to create a controversy that will hurt the team. I don't want to hurt Pat. We room together in camp and are friends. But we are rivals for the starting position and I want it as much as he does."

Haden says, "I like Vince and I was happy to see him and the team do well. The fuss off the field is the worst part of football for me. I don't want to be traded and I doubt Vince does. Sure Vince waited. So did I. I won No. 1 on the field and I don't want to lose it off the field. After the preseason the players will know who should be No. 1."

The older players want Haden; the younger ones, Ferragamo. Some say Haden is smarter, more resourceful; others say Ferragamo is stronger and tougher. Some teammates and rivals doubt Ferragamo's football sense. "He's so mechanical you can see him thinking out there," says one critic. "He's slow and doesn't read and react to defenses the way the better ones do. He called a couple of plays in the huddle that don't exist. He seems to be off in his own world at times."

Jodi Ferragamo, sitting beside Vince, rushes to her husband's defense. "No one who is making it in medical school could be called dumb," she snaps. "He's so single-minded he can concentrate on one thing at a time, which is why he studies so well. He has to be given time to learn. Everyone says it will take time."

"He's a private person. He's a selective thinker. If he's thinking about one thing, he tunes out everything else. People talk to him, I talk to him, and he sometimes doesn't seem to hear us. So he's called 'Spacey.' But if you attract his attention

advice of an agent, he turned down acting appearances on *Love Boat* and *Fantasy Island*. He took the summer off from medical studies and got a new agent in New York to balance his other agent in Hollywood.

Troubled by his career indecisions, he admits, "I have wanted to be a doctor since I was a boy. Since I met the great orthopedic surgeon Dr. Robert Kerlan, I've wanted to follow in his footsteps and work with him. But now I don't know. Med school is the toughest thing I've tried and I don't think I can hack it at the same time I'm trying to play football. I want to go back to it, but I can't wait too long."

"I have some opportunities now I may not have later and maybe I should take advantage of them while I can. I don't know if I can act and I want to take lessons before I make a fool of myself, but I have to admit I'm tempted. And I want to make some money. I haven't made much yet. I have to make it as a star on the field before I can make it as a star on the screen. I don't even know if it's what I want."

"Vince is bored by the chicken side of football," a friend says. "So is Haden. So is anybody with intelligence or outside interests. Coaches make a mystique of football, but it is the same things over and over. They want you to think it's a complicated game, but it's not. It's a physical contest. Your reactions are what count."

"I wouldn't say I'm bored," Ferragamo insists, "but there is a lot of bull. I've got to play to learn. I've learned everything I could standing and watching. If I called a couple of plays wrong, it is because I hadn't called many plays. My whole life is changing. I could go in several directions, but I am prepared to put everything I have into performance on the field first. I hope it pays off."

Stardom may not have to wait. □





# TV Action Starts Thursday in '80

**Not A Newsletter, 64 To 96 Action Pages-All Football!  
200 Nationally Acclaimed Writers!**

...an action-packed football newspaper acclaimed by the experts, the media, and the football fans around the land as the most informative football publication on the market today! Enthusiastic response from readers has catapulted COLLEGE & PRO FOOTBALL NEWSWEEKLY into the No. 1 spot as America's best football publication. At all newsstands — Now! Only \$2.00 — less by subscription.

**T.V. Action starts Thursday**

**We Give You  
The Whole Story !**

We take you to the scene of action every week with over 200 nationally acclaimed sports columnists, reporting from every college & pro football site throughout the country, giving you their professional report of the previous week's game and their expert analysis of each upcoming match-up, followed by locker room interviews, and behind-the-scene insights.

**T.V. Action starts Thursday**

**Complete Statistic  
Reference Library!**

The greatest, new statistical innovation ever devised brings to the football fan a new dimension in grid analysis. Vital statistics, capsule-game summary, upcoming previews, records, schedules, power ratings, etc. in a format that provides all the facts in concise matchup form. If it happened yesterday, the week before or the week before that, you'll find it in College & Pro Football Newsweekly. A complete reference library for every major College & Pro team is at your fingertips and is updated weekly.

**College Coverage on Minor Teams**



**T.V. Action starts Thursday**

**100 Colleges-  
28 Pro Teams !**

Extensive coverage and exclusive statistical match-ups on over 100 college teams and all 28 pro teams, thought-provoking columns, interviews with the sportsmakers, action stories being reported directly from the scene of the game by over 200 writers, makes COLLEGE AND PRO FOOTBALL NEWSWEEKLY, the most comprehensive football publication available at any price.

**T.V. Action starts Thursday**

**Start Your Football  
Weekend Thursday!**

You can get COLLEGE & PRO FOOTBALL NEWSWEEKLY DELIVERED to your home by Thursday in plenty of time to scrutinize the upcoming weekend's football action. Our expert staff of 95 professionals work the year round to plan for the most complete, unique coverage available in no other publication. If it happened on the gridiron you'll find it in COLLEGE AND PRO FOOTBALL NEWSWEEKLY, the following week. Start your football weekend on Thursday for full weekend coverage. Only \$2.00 at all newsstands—less by subscription.







Now, for Less than You'd Pay for a Car... you can

# OWN a LIFETIME BUSINESS

## with Independence and Financial Security

*and You Can Continue Your Present Job*

END THOSE WORRIES about inflation, recession, layoffs, bosses, dead-end jobs and even old age!

### Now Is the Ideal Time to Start a Duraclean Dealership

Inflation causes people to put off buying new carpeting and furniture. Instead, they have old furnishings revived. They urgently need your Duraclean services.

That's only the beginning. Motels, hotels, schools, offices, car dealers, and institutions need the seven superior exclusive services that only you as a Duraclean expert can provide.

Some dealers enjoy rendering their own service, but ambitious dealers employ full or part-time service men and women and build large incomes.

### You can Start the Low-Risk Part-Time Way

Many start part-time, adding business profits to job income. Then, when your Duraclean profit equals your job salary, quit your job and build your dealership income much faster and much larger.

Many Duraclean dealers operate from their homes and don't need offices or shops. Phone calls are taken in your home. Equipment fits in car trunk until your dealership profits buy your first van.

### You Provide 7 Superior Services

You take the soil OUT of furniture and carpets instead of burying much of it to seep back to resoil the surface... as do scrubbing, steaming, do-it-yourself methods. No harsh machine scrubbing. No soaking.

Mild aerated foam lightly applied LIFTS OUT dirt, grease and many unsightly spots like magic. Pile rises with new life. Furnishings are in use again in a few hours.

Difficult spots and stains come out. You flameproof, mothproof and make fabrics resistant to soiling. You remove static and restore damaged pile and fabrics. **You become a fabric specialist.**

You don't experiment. You use tested, **proven** methods.

### We Train and Guide You!

You get the full benefit of our half century of success. You have the constant and unlimited personal help of our experienced executive staff. An established dealer near you gets you started.

Our FREE five-day training school gives you a complete knowledge of carpets and furniture and the exclusive techniques that make the 7 Duraclean services superior to other methods.

### We Help You Build Customers

You have full backing of Duraclean's national full-page advertising and endorsement of famous people like Betsy Palmer. You have recommendations from leading carpet and furniture manufacturers and endless word-of-mouth referrals! They build customers.

### You Don't Need Much Money to Build a Large Business

Men and women, inexperienced like you, in 27 countries, greatly increase their incomes by starting a Duraclean business with as little as \$2,588 down. We have enough confidence in your success to finance

for you the balance. The cash investment is only \$7,895! You'd pay more for a new car which depreciates each year, while salable value of your dealership goes up with each customer you add. It doesn't take long for this increased value to double and triple your cost.

### We're Ready for You — Are You Ready for Us?

We're now appointing another hundred people who want independence and financial security to Duraclean dealerships. We're looking for men and women who'll follow our proven plan for success.

### Send for FREE 24-page Booklet Explaining why you can Succeed

Your name on coupon brings you by mail a 24-page book that gives full details about exciting opportunities available through Duraclean. See how others build large incomes in this growth industry. Then decide if you want this opportunity to achieve permanent independence and security. There is no obligation and **NO SALESMAN WILL CALL ON YOU.**

**Duraclean®**  
**International**



0-888 Duraclean Building  
Deerfield, Illinois 60015

**Learn the facts before you decide. Mail coupon NOW.**

**Duraclean®**  
**International**

0-888 Duraclean Building  
Deerfield, IL 60015

Established 1930



PLEASE RUSH BY MAIL the free 24-page booklet showing how I can start a business of my own while keeping my job. No obligation. No salesman is to call on me.

My Name \_\_\_\_\_  
(print)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



**AFC FORECAST****EAST**

New York Jets  
Miami Dolphins  
New England Patriots  
Buffalo Bills  
Baltimore Colts

**CENTRAL**

Pittsburgh Steelers  
Houston Oilers  
Cleveland Browns  
Cincinnati Bengals

**WEST**

Denver Broncos  
San Diego Chargers  
Seattle Seahawks  
Kansas City Chiefs  
Oakland Raiders

# PRO FOOTBALL

# 1980

*The experts look at a wide-open game, new scoring highs and a surprise Super Bowl champ.*

by LARRY FELSER

**NFC FORECAST****EAST**

Philadelphia Eagles  
Dallas Cowboys  
Washington Redskins  
St. Louis Cardinals  
New York Giants

**CENTRAL**

Tampa Bay Buccaneers  
Chicago Bears  
Detroit Lions  
Minnesota Vikings  
Green Bay Packers

**WEST**

Los Angeles Rams  
New Orleans Saints  
Atlanta Falcons  
San Francisco 49ers

**G**eorge Halas led the Chicago Staleys to a professional football championship in 1921. If there has been one thing permanent about pro football since then—other than the presence of Halas—it has been change. Like fussy mechanics, coaches and owners have forever tinkered with the machinery of the game, at times producing—without much more than a light

*continued*

*Rams' Cullen Bryant (center) scores against Pittsburgh in the game all NFL teams want—the Super Bowl.*





*With defenders closing in on two sides, Philadelphia's Wilbert Montgomery seeks an opening. Last season Montgomery was very successful at finding such holes, rushing for 1,512 yards, fourth best in the NFL. He is a major reason why the Eagles can unsaddle the Cowboys in the NFC East.*

tap here or a slight twist there—some remarkable switches. The latest of these began, almost imperceptibly, three years ago. A couple of shoves later, it is having the effect of a major retooling.

In 1978 the "chuck" rule was tightened. Defensive secondaries no longer could bounce potential pass catchers around with the abandon of old. Last year there were more changes, most of them intended to crack open the nutshell in which offenses had been constricted.

Among other things, the rules makers finally came to the aid of the beleaguered quarterbacks. They allowed offensive linemen to open their hands and do legally what they had done illegally before, thus giving the quarterbacks more time to throw.

The NFL suddenly had a new look, or at least one that had not been seen in a while: wide-open football. Average points per game increased by 17 percent from 1977 to '79. There were 286 more touchdowns scored last season than two years earlier, with passes accounting for the greater part of the increase.

And quarterbacks shall continue to pass more often—and their teams to score more often—during the 1980's as coaches draft for people with passing-game skills. As the scouting reports that follow show, offenses these days are looking for extraordinary speed to take advantage of the holes opening up in the secondary; and defenses are looking for speed to fill those holes.

This will be a season when Houston, with a more fluid passer in Snake Stabler, will test Pittsburgh's dominance of the past two seasons; when the Dallas Cowboys, minus Roger Staubach and a passel of others, will be pressed to remain "America's team"; when Los Angeles will be blessed with the presence of two fine quarterbacks, Pat Haden and Vince Ferragamo, or plagued by such plenitude, as in the days of Bob Waterfield and Norm Van Brocklin; and when the New York Jets, perhaps reading the changes better than the rest, could rise from the bottom of their division to the top on the strength of new speed.

Perhaps the biggest change, however, will be wild-card Houston ripping through the playoffs and beating Los Angeles in Super Bowl XV, ending the Steeler reign. "The ever-whirling wheel of Change," Edmund Spenser wrote in the 16th century, "all mortall things doth sway." He could have been writing about pro football, 1980.



# National Football Conference:

*The Cowboys, Bears and Eagles will challenge, but look for the Rams to butt their way to the peak.*

## EAST

### Philadelphia Eagles

There were the usual skeptics who arched their eyebrows when Dick Vermeil arrived in Philadelphia, a notorious boneyard for NFL coaches. Vermeil promised to inject his new pro baby with liberal doses of the kind of college emotion that characterized his very good teams at UCLA. He also said he would operate a boot camp that Parris Island survivors would shun. Nice try, Dick, but the pros do not take kindly to such treatment. Or so the arguments ran until last year, when the Eagles finished with an 11-5 record, their finest in 14 years. This season, with the Cowboys searching for new mounts, the balanced Eagles should replace Dallas as division champion.

These Eagles can score. And they can stop others from scoring. In 1979, Philadelphia allowed fewer points than did Eastern rivals Dallas and Washington. The team reserved its finest scoring punches for its biggest games: 28 points against Washington, 31 against Dallas, 26 against Houston, 27 against Chicago in the playoffs. The men chiefly responsible are Wilbert Montgomery, fourth best rusher in the NFL, Ron Jaworski, rated ninth among quarterbacks, and Harold Carmichael, whose 11 touchdown passes were second only to the 12 caught by New England's Stanley Morgan.

Each year, in the face of massive doubts, Jaworski has added to his reputation. The best compliment paid him so far was this from an Eastern rival: "I don't know whether he is a great quarterback or whether he can be great, but he's a damn good one." Carmichael, similarly praised by faint damns, is not nifty nor especially fast, but no one yet has devised a way to combat his height (6 feet 8). Nobody downplays Montgomery, who ran for 1,512 yards last year and scored nine

touchdowns for a potent offense.

Bill Bergey, physical and spiritual leader of the defense, was out for most of the season (injured foot). Thus the team's defensive success was surprising. Nose guard Charley Johnson made the Pro Bowl and young Reggie Wilkes and old Claude Humphrey were superb at outside linebacker and at end. With such special-team members as John Sciarra and Wally Henry, two of the NFL's best punt returners, and barefoot placekicker Tony Franklin, the talons of Vermeil's new Eagles are sharp.

### Dallas Cowboys

The day of Roger Staubach is over at Dallas, and the question is not, can Danny White replace him, but, can *anyone*? Such is the mystique that grew up around the cool Staubach—whose superb, last-minute performances are almost without parallel in pro football—that even a first-rate quarterback will pale by comparison.

White is stepping into a perilous situation. As Washington safety Ken Houston points out, he is comparatively untested. In four years as Staubach's understudy, White seldom played under pressure. Houston sees that inexperience as a plus for opponents: "Any time a team loses a player with Staubach's desire and ability, it will have to miss him." Richie Petitbon, the Redskins' secondary coach, agrees and believes the Cowboys will be forced to run more often.

But a defensive coordinator from another team disagrees. "They will still have to rely heavily on their passing," he says. "Their receivers are too good to waste and we're all kidding ourselves if we don't think White is a talent."

Tony Dorsett went through an ambitious off-season conditioning program, in case he should be required to boost his productivity—1,000 yards rushing in each of his first three seasons. To help him, Ron Springs may be tried at fullback as an alternative to Robert Newhouse. And White will still have wide receivers Tony Hill and Drew Pearson, who each caught more than 1,000 yards of passes, and Billy Joe DuPree, a fixture at tight end.

Coach Tom Landry has one other Texas-sized problem: defense. A severe blow was the retirement of free safety Cliff Harris. Charley Waters, his partner, must come back at 32 from a knee injury. Linebacking, merely adequate last year, will not be helped by Hollywood Henderson's departure to San Francisco, or Mike Hegman's legal difficulties, or D.D.

Lewis's age, 35. Dallas is counting on Pro Bowler Bob Breunig and hoping that its highest draft pick, Colorado's Bill Roe in the third round, will be a surprise.

If the defense is to retain its old Doomsday look, Randy White and Harvey Martin on the right side have to be at their optimum. It will help, too, if ex-Colt John Dutton proves his worth.

In the absence of good drafts in the past few years, Landry has had to tinker. The results will be on display in the first Monday-night TV game—against Washington. The era without Roger begins.

### Washington Redskins

There is life after George Allen after all. That is the lesson learned last year by the Redskins, stripped almost bare of draft choices by their wheeling-dealing ex-coach, who built for the moment, not the future. Going into their 1979 summer camp, the Redskins were supposed to be starting from square one. Coming out of the season—until the last 43 seconds of it—they had the NFC Eastern championship won. But the Cowboys rallied for 14 points in the last three minutes to knock Washington out of the title.

Coach Jack Pardee and General Manager Bobby Beathard took what, to outsiders, seemed an odd route. They turned partly to the Allen recipe, with its dependence on well-seasoned stock—such as defensive backs Lamar Parrish, Ken Houston and Joe Lavender, and defensive linemen Coy Bacon and Diron Talbert—and stirred in a good supply of green kids, like the three raw linebackers, Rich Milot, Neal Olkewicz and Monte Coleman. *Voila!*

The real taste treat was quarterback Joe Theismann, rudely put down by Billy Kilmer, his predecessor. Theismann, who threw for 20 touchdowns, finished the year second only to Roger Staubach in the NFL efficiency ratings, even though the team, lacking receivers of first rank, used the pass sparingly. "The biggest thing Joe has going for him," says Philadelphia quarterback Ron Jaworski, "is that the rest of the players believe in him."

Pardee's coaching reflected his long association with Allen and the almost maniacal attention Allen paid to detail. The Redskins were the least-penalized team in the NFC. They recovered 21 fumbles, had the best kickoff and punt coverage and finished second in the conference in sacks (47) and interceptions (26)—Allen's kind of football.

For the first time since 1968, the team

*continued*



## NFC *continued*

had a first-round draft choice. They spent it on Art Monk, the Syracuse receiver, who will have to come through handsomely lest Beathard be embarrassed. In a puzzling deal, he traded Danny Buggs, Washington's leading receiver, to Tampa Bay. The Redskins also had a second-round draft choice to make—the first time that has happened since 1971. They used it on Matt Mendenhall, defensive end from Brigham Young, who will get a shot at Bacon's job.

The question now is, was last year's recipe a one-time thing, or was it the beginning of a permanent bill of fare?

### St. Louis Cardinals

Until somebody better qualified comes along, Cardinal President Billy Bidwell will have to do as pro football's closest approximation to baseball's Charlie O. One difference between the two is that Finley gets results. Bidwell's firings and general meddling so far have not.

Most recently it was Don Coryell who was sacked, followed a year and a half later by the banishment of that old football legend, Bud Wilkinson. Add to these goings and comings racial controversies and charges of brutality and you have the now-familiar picture of the Cardinals: a team of many fine abilities that might do well on the field if it ever settled down to the simple pleasures of playing football.

Bidwell's latest coaching choice is Jim Hanifan, whom the St. Louis players wanted as Coryell's successor. Hanifan used to coach the Cards' offensive line, which protected quarterback Jim Hart so well. Center Tom Banks, considered something of a barometer of team morale, said of Hanifan's return: "For the first time since I've been in the organization, it seems to me the Cardinals have made a logical move."

Whether Hanifan's decision to play 36-year-old Hart at quarterback is, in the eyes of Bidwell, logical remains to be seen. St. Louis insiders say that Coryell and Wilkinson were fired because of young quarterback Steve Pisarkiewicz—Coryell for resisting Bidwell's directive to draft him No. 1, Wilkinson for not starting him.

Hanifan is a disciple of Coryell, and St. Louis should finish higher in the passing statistics than the No. 12 in the NFC it achieved in 1979. Hart has capable wide receivers in Pat Tilley and Mel Gray, who was injured part of last season. The draft brought a new tight end, Doug Marsh of Michigan. But this offense is far different from the one Hanifan last saw in St. Louis. Now there is Ottis (O.J.) Anderson, who ran for 1,605 yards last season as a rookie. Only Earl Campbell and Walter Payton did better.

Defensively, the Cards made Michi-

gan's Curtis Greer their first-round draftee in order to juice up the pass rush. They also traded for Kansas City cornerback Tim Collier. With Greer at end in the three-man line, Mike Dawson may be moved back inside to nose tackle, where he would alternate with Charlie Davis.

All of which should keep Cardinal fans entertained—until the first blowup.

### New York Giants

Will Ray Perkins smile on the sideline this year? In his rookie season as Giant coach, the bespectacled Perkins showed himself to be a member of the Tom Landry-Bud Grant stoneface-school of coaches, treating emotion as a sin on a par with clipping or roughing the kicker.

Under Perkins, the Giants apparently have started to turn things around, but this is an organization that turns around with all the speed of an aircraft carrier. "They are coming," says the defensive coach of a division rival, "but when I say that, I mean in terms of coming in three years."

The draft, which had been a bad joke for years, produced a quarterback in Phil Simms. Perkins, who was alarmingly conservative at the beginning, was afraid to start the rookie until more than a month into the season, but then Simms won six consecutive games. Those close to the team say Perkins has loosened up. As evidence, they point to the Giants' No. 1 pick, Colorado cornerback Mark Haynes. A few days after the draft, Perkins announced Haynes would start. Daring.

Whether Perkins has learned to handle pressure and whether the players will respond to his no-nonsense attitude should be known by mid-November. The Giants will have completed an eight-game gauntlet of nothing but playoff teams. "If Perkins doesn't come unglued in that stretch, then we'll know that George Young [the general manager] picked the right guy," says a league official.

If by November the Giants are still alive and in playoff contention, their "new-look" defense probably will be taking major credit. With linebacker Dan Lloyd sidelined by cancer, the Giants will return to a four-man line. That is why they made USC's Myron Lapka, a tackle, one of their top picks. The new linebacking setup will have Harry Carson in the middle, with Brad Van Pelt and Brian Kelley on the outside.

Perkins wanted to provide more weapons for Simms, but the best he could do was a trade that obtained fullback Mike Hogan from San Francisco. The draft brought Wyoming wide receiver Danny Pittman, but Simms probably will concentrate on Earnest Gray, who broke in as a rookie with him last year. Halfback Billy Taylor escaped from Perkins's disfavor with a 700-yard season. Doug Kotar ran for 616 yards, but Hogan should win his

job. None of which guarantees that this is the year Ray Perkins will smile.

## CENTRAL

### Tampa Bay Buccaneers

Tampa Bay dined on the soft underbelly of football last year and went from a team that had lost 11 games the year before to the championship of the NFC's Central Division. It is true that of the Buccaneers' 10 victories in 1979, only two were over playoff teams. The Bucs won six of the eight games they played against Chicago, Green Bay, Minnesota and Detroit, but Chicago General Manager Jim Finks has an unassailable argument about that. "The Bucs won the division," he says, "because they beat the other teams in the division."

Quibbles over the schedule should be settled early this time. Five of Tampa's first 10 opponents were in the playoffs. During one grisly stretch from early September to early October the Bucs will run through a gauntlet of Rams, Cowboys, Browns and Bears.

Tampa Bay allowed fewer points (237) than any team in the NFL last year. It will rely once more upon defense to keep it in contention. But if the Buccaneers are to develop into a real power, the sometimes-erratic and sometimes-brilliant Doug Williams must have many more days at quarterback when he is the latter. As one disgruntled fan wrote to the *Tampa Times*, "They ought to send Williams to Iran. He's the only one who could overthrow the Ayatollah."

Coach John McKay takes exception. "He's a high-risk, low-percentage [41.8 percent] passer," McKay says. "We don't believe in those two-inch completions." If Williams can get the ball to receivers like Jimmie Giles, the budding all-pro at tight end, then he might have one of the best-balanced offenses in the game; at the other end of the scale is exceptional runner Rickey Bell (1,263 yards in '79, sixth best in the NFL).

McKay emphasized offense in his draft. The first pick, Wisconsin guard Ray Snell, should make a fine partner for last season's rookie star, Greg Roberts. Danny Buggs, who caught 46 passes for Washington, came in a trade.

WASHINGTON, CAME IN A TRADE.



Doug Williams



The defense starts with end Lee Roy Selmon, whom Hank Stram calls "the most dominant defensive player in the NFL today." Opposing teams attempt to avoid Lee Roy now, but it is no day at the beach dealing with players such as linebackers David Lewis and Richard Wood, or nose tackle Randy Crowder. With an improving offense, Tampa Bay should continue to dine well in 1980.

### Chicago Bears

They were known as the Monsters of the Midway, but that was in the George Halas days when the Bears were mean. Chicago fell on toddling times and any meanness left had to do with the club's pinched circumstances. Slowly, though, the Chicagoans are coming full circle. "They are the best of the worst division," says a rival coach. "The Bears have flaws, but they have enough assets to beat out Tampa Bay."

Those assets begin with Walter Payton. Without even a passing attack to shake him free of defenses ganged up to stop only him, he has slithered around and banged through opponents at near-record rates in his first six years of pro life. But now, through the adroit ministrations of Mike Phipps, passer, and Roland Harper, blocker, Payton could become the complete terror. Though injured in 1979, Harper is an underrated fullback who blocks like a player much larger than his modest size (6 feet, 210 pounds) and runs the counters well enough to keep the other side looking. Phipps is underrated too, mostly by his coach, Neill Armstrong. Says Armstrong: "I never have been a Mike Phipps fan, but when he came in to play quarterback halfway through last season, things were able to go. He has a class receiver in James Scott. Ricky Watts, the other receiver, is good. We need a tight end, though, and Phipps has to play as soundly as he did last season." Armstrong is one to stint in his praise.

Still it is the defense, for which the Bears have always felt an affinity, that has—and will again—carry them. It is questionable how much more mileage can be squeezed from Alan Page (35 in August). Al Harris, a first-round draft choice last year, is back after knee surgery and will be worked into the line someplace. Gary Fencik and Doug Plank, safeties, have reputations as headhunters, but the secondary's 22 interceptions in the final eight games also impressed rivals.

Add four new team members who may be early starters: Louisville linebacker Otis Wilson, Penn State fullback Matt Suhey, Oklahoma center Paul Tabor and SMU receiver Emanuel Tolbert. In a division as tight as the NFC Central, a few players could tilt the balance of power. These mini-monster Bears may be just frightening enough for the Buccaneers to

wish them a successful life in B movies, but not in football.

### Detroit Lions

The Lions were supposed to go places last season and they did—straight to the bottom of their division. The coming of Billy Sims, and the return of quarterback Gary Danielson offer the promise that the NFL's biggest disappointment of 1979 could be this season's surprise.

The 1979 campaign ended for the Lions before it began, when Danielson, a 29-year-old quarterback who had some spectacular games late in 1978, was injured in the preseason and lost for the year. His value increased with his absence. The Lions went 2-14 without him, and since he had played out his option, he was signed to a long-term contract just before becoming a free agent. The price was \$195,000 a year, not bad for a player who had not even been a starter a third of the way through his only productive season (1978).

And then there is Sims, who is big, fast and nifty. He is expected to do for the Lions what Earl Campbell did for Houston—something Sims' agent took into full consideration when negotiating his contract. The dickering became so disputatious that Sims talked of going elsewhere, before finally signing.

Among the mere mortals on the team will be Sims' backfield partner, Lawrence Gaines, once a top prospect but now handicapped by several knee surgeries, or Bo Robinson, impressive in brief moments as a rookie.

Danielson's absence earned new respect for wide receiver Freddie Scott, who caught 62 passes for a 15-yard average, even though his batterymate was rookie Jeff Komlo, who does not have a major-league arm. Tight end David Hill feuded with Coach Monte Clark, but when Buffalo offered to trade all-pro guard Joe DeLamielleure for Hill last spring, Clark declined.

The strength of the defense is in the line, which will be better with John Woodcock healthy and working with Bubba Baker and Doug English. Ex-Colt Stan White will steady the young linebackers.

The Lions moved five years ago to Pontiac; socially, that was considered a step up. This year they could become the blue bloods of the NFC Central Division.

### Minnesota Vikings

For a spell of several years, the Vikings reminded old-timers of the golden days of Bernie Bierman, when a rare loss by the University of Minnesota Gophers caused the burghers of, say, Duluth to pull the shades and cry in private for the rest of the weekend. Now, "I'll cry tomorrow" seems more the mood of North Country people, who are uncertain what direction

their pro team is following, whether toward a full-scale rebuilding program or into a temporary state of disrepair. Losing a Fran Tarkenton will cause identity crises like that.

Tommy Kramer succeeded Tarkenton as quarterback, and some consider him the best in the NFC Central. Others, pointing to his 23 touchdown passes against his 24 interceptions, regard him as a classic in-and-out. No matter. Last year Kramer throwing to Ahmad Rashad, or Kramer throwing to Sammy White, was about all there was to the Viking offense as the team struggled through a 7-9 season.

A running game would help, but the marvelous Chuck Foreman departed, somewhat the worse for wear, and young Ted Brown has taken his place. What does this all mean? Not much, according to a man who regularly prepares defensive-game plans to stymie the Vikes. "What difference does it make—Brown, Foreman—if there aren't any holes for them?" he asks. "The team has serious line limitations." It did not help that in 1978 Minnesota traded away Pro Bowl guard Ed White for San Diego's Rickey Young. Young had 72 catches and 708 yards rushing, but what price impressive numbers?

On defense, the Vikings were in and out, too. Unfortunately, the outs were against the better teams, to whom they gave up an average of 25 points a game. Anticipating the loss of such senior citizens as Carl Eller and Jim Marshall, Minnesota has drafted heavily for defensive reinforcements in the past few years, but only Randy Holloway has proved out. Still trying, the Vikings' early draft picks were defensive end Doug Martin, cornerback Willie Teal and linebacker Dennis Johnson. There will be fewer tears shed around the state if all three come through, but that would be asking an awful lot. Another 7-9 season seems within the realm of possibility (sob, sob).

### Green Bay Packers

The statute of limitations is beginning to run out on Bart Starr's sanctity. After suffering through another bummer of a season, during which the Packers won only five games in what may be the NFL's weakest division, the Green Bay coach may find himself being pecked to death by a sullen citizenry.

There is a distinct odor of panic in the brisk air of northern Wisconsin. Starr fired his old teammate, Defensive Coordinator Dave Hanner. He meted out the same punishment to Public Relations Director Chuck Lane, who had been regarded as the top man in Starr's "shadow cabinet" when Starr was waiting out the shaky reign of Dan Devine. And in the background is the specter of George Allen. Starr's status is considered fragile. In Green Bay, it is common coin that the job

*continued*



is Allen's should the ex-Washington coach choose that as his reentry site. "They want a winner so badly they probably would give George carte blanche," says one NFL official.

Meanwhile, Starr continues to bank his future on speed. Says Marty Schottenheimer, Cleveland's defensive coordinator who coached in Detroit last season: "Everybody they drafted in the last three years had one thing in common—speed. They did not have that big a reputation as a running team, but Terrell Middleton gave us fits."

All speed and no particular heft can be troublesome at times. The Packers resisted trading their first-round draft choices for an earlier one that might have given them Lam Jones, perhaps the fastest of last year's college seniors. "If they had done that," says a Green Bay insider, "that would have given them two excellent receivers, [James] Lofton and Jones." But the Packers can't get the ball often enough to the receivers they have. David Whitehurst, the starting quarterback, threw for only 10 touchdowns, and Lynn Dickey may well replace him this season.

The team still pursued quickness in its first-round choices, but it was defensive quickness: Penn State tackle Bruce Clark and Oklahoma linebacker George Cumby. Alas, Clark, who was to be nose tackle in a new three-man line, escaped quickly to Canada. Cumby is small but gets to the ball quickly, which means much to the Pack, dead last in stopping the run. Speed must pay off immediately, or Starr himself will be speeding to the exit.

## WEST

### Los Angeles Rams

The Rams of 1979 easily were the best bad team in pro football. How else to describe a club that was 9-7 during the season and only a touchdown away from winning the Super Bowl in the after-season? Los Angeles moves its act to Anaheim this year, close by Disneyland, but it will not play Mickey Mouse football. What kept the Rams at the head of their circuit for seven straight seasons—hard, straightforward football—is still the basic ingredient of the script, but this will be no Son of Cinderella. The Rams under Ray Malavasi increasingly are thinking of themselves as a big-play team. Whether the thrower is Pat Haden or Vince Ferragamo, the ball will be going up and out more regularly than in the past.

But first, back to fundamentals. The team performs the basics, says Buffalo's Chuck Knox, who never got the Rams to the Super Bowl when he was coach. "They don't have a flaw anywhere," he adds, meaning they do the nuts and bolts

things so well—kick coverages, blocking for kickers, goal-line stands, ball control on offense. If anything, their running will be better than last year's. The game breaker is Wendell Tyler, who did not become a starter until the fifth game of the season, but then rolled up more than 1,000 yards rushing, with an NFL-leading 5.1 average. The Rams have so much faith in Tyler's future—and in the potential of Elvis Peacock and Eddie Hill—that the old reliables, Lawrence McCutcheon and John Cappelletti, were traded. Huge full-back Cullen Bryant complements Tyler and blocks for him.

Defensively, Los Angeles had been dominated by ends Jack Youngblood and Fred Dryer. There is far more balance now with the development of outside linebackers Bob Brudzinski and Jim Youngblood, tackle Larry Brooks and defensive backs Pat Thomas and Nolan Cromwell. Jack Youngblood and Brooks must come back from injuries, along with tackle Cody Jones, who missed 1979 with a torn Achilles tendon. The draft brought a fine deep defender in Johnnie Johnson of Texas.

For all the good news, there is still the matter of quarterback. Even at halftime in the Super Bowl, with Ferragamo playing superbly in place of the injured Haden, L.A. coaches were saying, "If we only had Haden." But in the M-O-U-S-E world of Anaheim, there will always be the solid, down-to-earth Rams, T-O-U-G-H.

### New Orleans Saints

Can anyone here run a football team? For years, the Saints were one of President John Mecom's self-indulgences, along with the race cars and private zoo he once owned. But all that jazz is gone. Steve Rosenbloom and Harold Guiver have been imported from the Los Angeles Rams to orchestrate a new professionalism in the executive suite.

One mistake they did not repeat was last year's first-round draft selection of Texas kicker Russell Erxleben. That was like the janitor buying a Rolls Royce—the money might have been better spent on meat and potatoes. The decision looked even worse when Erxleben suffered through an injury-filled rookie season.

A quick scanning of the scores might have persuaded Rosenbloom and Guiver that defense was just the thing for this year's draft. For instance, in one vital game last year the Saints led Oakland, 28-14, at halftime. They lost, 42-35. New Orleans gave up 360 points during the year, 22nd in the league. But it also scored 370, second in the conference. Why not, reasoned the new management, take advantage of their strength? The team might give up a lot of points, but it could score more, and in doing so divert some pressure from the defense. The Saints

drafted first for an offensive tackle, Stan Brock of Colorado. "I'm glad," says Jet Coach Walt Michaels. "I was worried that one of the teams in our division would draft him and it would be no fun plotting to get around him twice a year for the next 10 seasons."

The Saints' offense can cause any team, including division-champ Los Angeles, enormous trouble. As one coach in the division says, "Archie Manning is the best quarterback in the conference."

Manning, whose statistics last season placed him 10th among NFL quarterbacks, has some awesome weapons aside from his own arm. Wes Chandler gave him the most skillful receiving he has had in his nine-year career. "His tight end, Henry Childs, is one of the most underestimated game breakers in the NFL," says Jack Faulkner, assistant g.m. of the Rams. And then there is the running—the 1,198 yards of Chuck Muncie and the 708 yards of Tony Galbreath.

Coach Dick Nolan has been a long-time defensive specialist, Mecom a long-time sufferer; but if there is any place to learn a new tune, it's New Orleans.

### Atlanta Falcons

Just when the Falcons had seemed to get with it, the *it* changed. Atlanta reached the playoffs two years ago on the enthusiasm of its Grits Blitz, the all-out defense that banged around receivers and sent everybody but the chief cheerleader after the quarterback. Then came the rules to improve passing performance, and an Atlanta collapse. While the other teams adjusted to the changes, the Falcons became the rules' foremost victims, finishing 26th in pass defense. They allowed more completions than any team in the NFC.

Atlanta's tough little defensive backs were not made for the wide-open game that suddenly confronted them. As Boston General Manager Bucko Kilroy says, "When you draft defensive backs now, your first priority is that they can cover fast receivers. If they can hit, that's a bonus."

The Falcons should have been forewarned, for their own quarterback was a leading exponent of the new football. The trouble is, Steve Bartkowski has never been more than an in-and-out. "I don't care how big and strong he is, I don't care what kind of passer he is," says one coach. "If I had a big game to win, he would be one of the last quarterbacks I would call on." That's hardly a vote of confidence.

After five years as a pro, Bartkowski is unlikely to change much. The team tried to make life under the gun easier for him by dropping faded tight end Jim Mitchell and making Junior Miller of Nebraska its No. 1 draft pick. Bartkowski already had Wallace Francis, who caught 74 passes,





Steve  
Bartkowski

and Alfred Jenkins, who caught 50. Previously, to protect Bartkowski, Atlanta had engaged in a three-year building program on the offensive line, but troubles persist there, too, real troubles. The Falcons allowed 54 sacks, the worst record in the conference. This could lead to a major change in the Atlanta scouting department, although the scouts proved sharper with running backs: rookie William Andrews gained 1,023 yards.

For Coach Leeman Bennett, the upcoming season is critical. His reputation as a softie was exploited last year when a number of old-line players reported over-

weight. Now it is get-tough time. If the team can just get the hang of the new tactics before they change again . . .

### San Francisco 49ers

The reign of Joe Thomas as general manager was a disaster for a team that has had a record of disasters: the 49ers have yet to win a championship. The deal Thomas made for O.J. Simpson, after The Juice had turned sour, and his bad draft of 1978, when his top pick was the slow-footed tight end Ken MacAfee, left the team with a massive hangover that will not be cured this season.

Bill Walsh, arriving on the scene last year as coach and general manager, was told to bring order and decorum out of the mess. He needs time and, more importantly, talent, lots of it. That is why this spring he gladly traded the 49ers' position in the draft, second behind Detroit, to the New York Jets for their two first-round picks. Clearly, San Francisco would be better off with two good players than one very good one. A key to the quality of 49er players was offered by a scout for a rival NFC West team: "They have some guys I like. Fred Quillan does a good job at center. Willie Harper is small, but he's an active linebacker. Jim Webb is acceptable as a stay-home defensive tackle. Paul

Hofer isn't a bad short-yardage runner." It hardly sounds like the right stuff for turning around a franchise.

Nor are the recruits from the new draft the right stuff, although four or five will start, which may be proof of improvement. The list starts with Earl Cooper, the Rice fullback, who fits the system because he is so good at catching the ball, a requirement for Walsh backs. The 49ers made Clemson defensive end Jim Stuckey their other first-round pick, and he should start in place of long-time star Cedrick Hardman, who was traded to Oakland. They also added some experienced talent to the defense by acquiring Hollywood Henderson from Dallas.

Walsh caused a mild stir on draft day when he passed up Marc Wilson of Brigham Young, considered the best quarterback available. Rams Assistant General Manager Jack Faulkner was not so surprised. He said of the pass-oriented Walsh: "Steve DeBerg may be just the type of passer for the stuff Walsh is using. And Walsh drafted Joe Montana last year, and he thinks he will develop."

The stuff Walsh is using is the safe control pass, which is not a bad idea when you have a defense that gave up 416 points. But a better idea might be a new cure for the hangover.

*continued*

## Get The Dry Look...

## and don't be a stiff.



### The Dry Look leaves hair feeling as soft and natural as it looks.

The Dry Look gives you more than a great look. It leaves your hair feeling soft and natural, too — not too stiff. The Dry Look in pump spray or aerosol — with a formula that's right for your hair. Get The Dry Look...and don't be a stiff!

© The Gillette Company, 1980



Available in pump or aerosol.





*His eyes staring intently at Ram quarterback Vince Ferragamo in last year's Super Bowl, all-pro Steeler linebacker Jack Lambert prepares to move in for a sack. Lambert and his Steel Curtain cohorts will lead Pittsburgh in its 1980 quest for an unprecedented fifth Super Bowl championship.*

# American Football Conference:

*The Jets will surprise, the Chargers will make a move, the Steelers are tough, but expect an Oiler gusher.*

## EAST

### New York Jets

What the Jets will be operating at Shea Stadium this season is their own version of the Queens Relays. Walt Michaels, the stolid ex-linebacker who coaches the team, decided that the race truly will go to the swift in the NFL, at least in the foreseeable future. He made the season's boldest move—Buffalo's Chuck Knox called it "the most exciting"—and emerged with the year's No. 1 interesting draft.

Michaels traded his two first-round draft choices to San Francisco for the right to make just one first-round pick, the second one. He cashed it in on Johnny (Lam) Jones, the ex-Olympic-gold-medal zephyr who played wide receiver for the University of Texas. That gives the Jets two world-class sprinters on the flanks, Jones and Wesley Walker.

The New Yorkers, who were already the No. 1 rushing team in the NFL, could turn terrifying on third down. In the second round, Michaels selected Ralph Clayton, a 9.5 sprinter from Michigan. He indicated he would play Clayton in the slot, next to Jones or Walker, or as a fullback. A fourth sprinter, running back Bruce Harper, also can be inserted into the lineup. It may have been mere coincidence, but three other teams in the Jets' division, drafting after New York, selected defensive backs in the first round. Other Jet opponents may have to requisition motorcycles.

John Dockery, who once played in the Jet defensive secondary and is now a New York sportscaster, is not as sanguine as Michaels about the addition of all that speed. "They needed defensive help and didn't draft for it," he says. "They finished last in the whole league in pass defense." True, but Michaels started five and sometimes six rookies on his defensive unit last season. The Jets are hoping



that their young ones will improve.

In a major move, Marty Lyons, last year's first-round draftee, is switching from end to tackle. Joe Klecko, who earlier flourished at end before being shifted inside, returns to end. The hope is that he can stop worrying about career-ending knee injuries and concentrate on worrying quarterbacks. The hope, too, is that with some polishing the 283-pound Mark Gastineau, one of the NFL's fastest linemen, can be a star. If all the parts work, this Jet machine could wing out of sight.

### Miami Dolphins

Uneasy lies this crown. The Dolphins won the AFC East championship last year, but there is little evidence that they will rival Don Shula's powerhouses of the early 70's. Too many ghosts are haunting this kingdom.

For starters, there is the status of Shula himself. His contract expires in February, and the story on his future changes constantly. Unless he signs an armistice early in the season with Managing General Partner Joe Robbie, with whom he has had bellicose relations, he could become an officer awaiting a new command. According to one Dolphin insider, "Shula hates Robbie, and his ego might lead him to one of the major markets, or even back to Baltimore, a town he loves. But Don likes money, and Robbie pays well. He also doesn't interfere with the football operation. Shula under Robbie would have the freedom to build the Dolphins into a power again."

This Miami team is far from being a power. Shula brought back Larry Csonka, at a reduced salary, in order to play the old ball-control football that was so devastating in the 70's. Ball control was vital because the bespectacled Bob Griese, who never could throw long, was looking increasingly out of place as more teams turned to long-ball football. If Don Strock can demonstrate his ability to win big games—i.e., throw long—the quarterback job will be his.

Csonka, 33, made a remarkable comeback last season after three years of dormancy with the Giants. He has demanded as compensation a salary commensurate with that of Delvin Williams, his running mate. Should Robbie give in to Csonka's asking price, there will be an unhappy school of younger Dolphins, who think that wide receivers Duriel Harris and Nat Moore are wasted when Csonka and Griese are in the lineup. Among his troubles, the aloof Griese has alienated many

of his Miami Dolphin teammates.

The Dolphins led the NFL in fewest TDs allowed (26) and finished second in stopping the rush and fourth overall defensively. Then, in the playoffs, Pittsburgh crushed them, 34-14. So much for statistics. If the Dolphins are to do any better this year, all of Shula's magical powers as a coach and peacemaker will be severely tested.

### New England Patriots

Remember when Chuck Fairbanks announced he was leaving the New England Patriots for the University of Colorado just as the Pats were getting ready for the playoffs in 1978? Remember the discord it caused, and the gnashing of teeth by Patriot management and fans? That's only the beginning, folks. In soap-opera fashion, the Patriots' miseries go on and on.

The Patriots are the classic under-achievers of the NFL. Everyone salutes their talent, but few, including Coach Ron Erhardt, hail their attitude. Part of the reason for the Patriots' inability to play up to potential is the hostility of many of the players toward the front office. The belief is that owner Billy Sullivan does not mete out equal justice. There is some merit to the complaint. According to a Boston reporter, the Pats had 10 problem contracts last season. Three disputes were smoothed over, all involving white players. Seven contracts were handled acrimoniously, including those of such stars as cornerback Mike Haynes, fullback Sam Cunningham and offensive tackle Leon Gray. All seven were black.

Gray, an all-pro, finally was traded to the Houston Oilers in a move widely criticized by his teammates. Guard John Hannah, a white who had had his own contract problems, was enraged by the trade. "Leon is lucky," he snapped. "He is going to an organization that wants to win. This one doesn't."

It is true that the Patriots find some weird ways not to win. Often they are the victim of their own "bozo syndrome," losing to so-so teams in crucial games. They buried the Jets, 56-3, early in the season, then lost to them going down the stretch. They conquered Baltimore, 50-21, on one Sunday and lost to them, 31-26, on another.

Quarterback Steve Grogan cannot be billed the heavy in all this, as he has been in the past. He tied for the most touch-down passes in the league (28) and was 10th in passing yardage with 3,286 yards. Wide receivers Harold Jackson and

Stanley Morgan are among the most dangerous in the NFL and Russ Francis, when he can limp into the lineup, is among the best tight ends.

New England's defense is well prepared for the new-era passing game. Roland James of Tennessee makes it five first-round selections now in the secondary. The Pats will use the four-man line more frequently. But all this will not make much difference, unless somebody can write an occasional happy episode into those afternoon soaps.

### Buffalo Bills

Percentage-playing Coach Chuck Knox has said "you have to run the football in order to pass it" so often that the phrase might have served as his epitaph. So why is he making the shotgun formation a major part of the Buffalo Bills' offense? "You have to make the mix move," he says. "You have to be able to throw as well as run." Scrub that epitaph. Even the conservative Knox is now aware that the rules changes of the past few seasons have made pro football more of a passing than a running game.

Of course, there could be a dollop of pragmatism here, too. Last year, the Bills' so-called ground gainers were at the absolute bottom of the NFL heap. Terry Miller, who had romped to a 1,060-yard season as a rookie, did not have a single running day worthy of the name (91 yards in his best game). Five-time Pro Bowl guard Joe DeLamielleure became so disenchanted with the Bills' ground-to-a-halt game that he asked to be traded.

Buffalo will employ the shotgun exactly as the Cowboys do, almost exclusively on passing downs. Quarterback Joe Ferguson has shown he can throw. And Ferguson has the wide receivers to play the new formation: Frank Lewis, who caught 54 passes in '79 for 1,082 yards, fifth best yardage in the NFL; and Jerry Butler, who as a rookie hauled in 48 for 834 yards. Curtis Brown has been too small to play at fullback, but he has good hands; his value to the team could soar in the shotgun. Another back who could fit in nicely is draftee Joe Cribbs from Auburn, regarded as a deft catcher. "When you throw to the backs out of the shotgun," claims Knox, "it can be an uncontested reception."

One player who has his doubts about the formation is center Jim Ritcher, the No. 1 draft choice. Originally a defensive end, he says he has "never made a blind or long snap in my life."

If Buffalo's backs were going on lim-

*continued*



## AFC *continued*

ited trips, so were their opponents. Knox concentrated on defense against the run after coming from the Rams three years ago. Last year, partly because of the presence in the lineup of rookies Fred Smerlas at nose tackle, Jim Haslett at inside line-

Washington is a running back, which tells you something about the Colt wide receivers. One of them, Roger Carr, has demanded to be traded. Another, Glenn Doughty, complained loudly that he was not thrown to often enough. The bright spot in the offense is Washington, whose combined 1,634 yards rushing and receiving ranked him third in the AFC.

Recent Colt drafts have been less than sparkling. Last year Baltimore had the sixth pick overall and selected the flop of the year, Alabama inside linebacker Barry Krauss. ("If Marchibroda had drafted O.J. Anderson instead of Krauss," says a Colt executive, "he would probably still be here.")

This year the Colts made another controversial pick, halfback Curtis Dickey of Texas A&M. He has spectacular speed, but many scouts question his moves. If the Colts are right about Dickey—and such other top picks as defensive back

offing—possibly only Noll himself knows. Joe Greene, Franco Harris, Jack Ham, L.C. Greenwood and Terry Bradshaw will not go on forever. But as each venerable player recedes, there will be a Steeler youth—and not a top draft pick at that—to step into his place.

Take last year's youths as cases in point: unheralded Steve Courson, who scooped out huge holes for the running backs; Dennis Winston, stepping in so smoothly for the injured Ham and softening the blow of the ex-all-pro linebacker's absence; Sidney Thornton, heading for a 1,000-yard rushing year as Rocky Bleier's successor before he was hurt; Ted Petersen, playing offensive tackle nobly after Jon Kolb was injured; Gary Dunn, a neat complement to Greene on the Steeler defensive line.

Who will it be this year? Some good guesses are Greg Hawthorne, believed to be the next Franco; or Dwayne Woodruff for Mel Blount in the secondary defense; or defensive tackle Tom Beasley; or defensive end Fred Anderson.

Bradshaw, of course, is the most difficult Steeler to replace, and he soothed a lot of nascent ulcers this February with three little words—"I will play"—and with seven others he tacked on: "for two more years before considering retirement." Which may be just the formula the Steelers need. Although Mike Kruczek, the backup quarterback for four seasons, has not been convincing in his few appearances, two years might be time to polish Mark Malone. Noll picked him first in this year's draft, despite Malone's reputation at Arizona State for having the touch of a blacksmith. The Pittsburgh beat—and the beatings—go on.

### Houston Oilers

Bum Phillips is either the canniest coach around or the luckiest. Whether by design or chance, the light blue of Houston will begin the season with a new and—in the view of many observers around the league—more devastating look. If there is one team to threaten Steeler supremacy, it is the Oilers.

Already people such as Chuck Knox, the Buffalo coach, are talking about an entirely new perspective in Houston following the quarterback swap that sent Dan Pastorini to the Oakland Raiders for Ken Stabler. "This is the team that beat San Diego in the playoffs without Earl Campbell, without Pastorini and without a healthy Kenny Burroughs," says Knox. "Now they have a quarterback who has been a winner."

Cleveland Coach Sam Rutigliano sees one immediate bonus resulting from the deal: the preservation of Campbell. "Houston still will run him a lot," he says, "but most likely there will be more emphasis on the short passing game. This

*continued*



Joe Ferguson

backer and Jeff Nixon at free safety, the Bills gave up 50 yards less on the ground a game. Haslett replaced No. 1 draft pick Tom Cousineau, who went to Canada, and was named the league's top defensive rookie—a lovely performance under, so to speak, the gun. Buffalo should be as lucky with the shotgun.

### Baltimore Colts

Ted Marchibroda will not be back in his cell this year—the one in the Baltimore monastery where he spent nights looking at game films rather than going home. A lot of good that did him. Unforgiving owner Robert Irsay sent the hard-working Colt coach off to purgatory and installed in his place beefy Mike McCormack, whose own record in Philadelphia—16-25-1—was not above reproach.

McCormack inherits Bert Jones, once called "The Franchise," but suffering with a ground-up shoulder the past two years and seeming more like the hamburger served in franchise joints. Greg Landry, a prime passer himself, stood in for Jones 12 times during 1979, but nobody seems able to move the Colts as well as a healthy Jones.

Jones was not happy about the enforced departure of Marchibroda. "He wasn't a good coach," he said after the firing. "He was a great coach. Got that? A great coach."

McCormack has not inherited an enviable situation. The team's most proficient pass catcher last year was Joe Washington, with 82 receptions, the leader in the NFL.



Bert Jones

Derrick Hatchett, center Ray Donaldson and offensive tackle Tim Foley—McCormack will survive. Otherwise, get thee to a monastery.

## CENTRAL

### Pittsburgh Steelers

"Call it the patience of Noll," said one Pittsburgh sportswriter. But that doesn't fully explain the success of football's most enduring dynasty. *Meticulous* is another word people on the inside like to use, and both words—meticulous and patient—describe the Steeler coach. Chuck Noll's decision is final concerning who plays for him. And he personally inspects many of his draftees. Once the best are aboard, he allows them the time to grow.

Whether that is all the explanation there is to the continuing success of the Steelers—four championships in six years and, from the looks of things, more in the



ELBOW BENDING SMIRNOFF STYLE.

"IT'S SO WONDERFUL, ARNIE (THIRTY-FOUR),  
THE WAY YOU JUST LIE BACK WITH YOUR  
YELLOW FEVER (THIRTY-FIVE), SAVORING  
EACH LOVELY SIP OF LEMONADE WITH A  
SPLASH OF SMIRNOFF IN IT (THIRTY-SIX).  
SO PERFECT FOR A LAZY, SUMMER AFTER-  
NOON (THIRTY-SEVEN). OH, IT'S SO  
RELAXING BEING WITH YOU."



**Smirnoff**  
LEAVES YOU BREATHLESS®

SMIRNOFF® VODKA 80 & 100 PROOF DISTILLED FROM GRAIN  
STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN, INC.)  
HARTFORD, CT — MADE IN U.S.A.





# IT'S LIKE GETTING FREE GASOLINE

**when you change to  
Quaker State Sterling Motor Oil.**

Quaker State Sterling lubricates better than regular oils, so changing your oil to Sterling can get you better gas mileage. It's specially blended and fortified with new and improved additives to cut friction and improve wear protection.

With Quaker State Sterling in the crankcase your engine doesn't work as hard—so your gasoline goes farther. It's like having extra gas in the tank, for free!

Like all Quaker State Motor Oils, Sterling can help your car last and help you avoid expensive engine repairs.



*"It's like getting free gas with every tankful."*



## AFC *continued*

could prolong Campbell's career." Campbell carried the ball 94 times last season when there were three or fewer yards to go for a first down. He got the first down on 61 carries, or 65 percent of the time. With Stabler's superb short passing game—one to go with his fine long passes—one can imagine the headaches the Oilers will give defenses that key on Campbell.

But that may be only the beginning of the Stabler mix. When Campbell and wide receiver Burroughs were out of the lineup in '79, the Oilers revealed talent—particularly in Mike Renfro, another wide receiver—that Stabler is likely to use more resourcefully than Pastorini did. Renfro could become Stabler's new Fred Biletnikoff, grabbing passes just a step in from the sideline. Another player whose potential went largely untapped was tight



Ken Stabler

end Mike Barber. A Stabler staple at Oakland was his heavy use of tight ends Raymond Chester and Dave Casper. "Snake didn't have primary receivers with the Raiders," Casper says. "There might be four guys who could catch the ball and he would pick the one who got open. I think Barber might be a much more important person in the Oiler offense with Snake there."

The strong Houston defense placed three men on the AFC Pro Bowl team. They toiled excessively long during 1979. Under the ball-control game of Ken Stabler, they should get more rest in 1980.

### Cleveland Browns

Here is the right team in the wrong place. More precisely, the Browns would be standouts in any division but their own. In the AFC Central, Pittsburgh and Houston, the NFL's two best teams, have a way of intimidating the best of the pretenders. Fortunately for Cleveland, there is one beam of light stabbing through those heavy clouds overhead—Brian Sipe, a quarterback who, to hear his few ad-

mirers, has nothing but an ability to pull off the big play. He is an updated version of Washington's Billy Kilmer, but with a stronger arm.

Unlike the Steelers or Oilers, the Browns are going no place with their defense. To win, they must attack, and they do. Five of their nine wins in 1979 came in the final quarter, usually in the last minute or two, usually on a touchdown pass thrown by Sipe. Against Pittsburgh, Cleveland was down, 21-0, almost faster than you can spell S-I-P-E. But on his superb passing the Browns came back to make a game of it, losing 52-35.

"I think I can concoct a defense to stop just about any quarterback in the league," says George Perles, the Steeler assistant head coach. "But what I can't take into account is Sipe on a broken play." A broken play, of course, is what Sipe does take into account, gaining his greatest yardage after the disruption. And he has the receivers to help him: Ozzie Newsome, the most dangerous tight end in the NFL, with nine touchdowns and 55 receptions; Reggie Rucker, catching 43 passes and scoring six times; finally Dave Logan, the tallest of the three, who hauled in 59 passes, seven for touchdowns. "Logan is the next great receiver in the NFL," says Perles.

Like defense-poor New Orleans, the Browns surprised observers at the spring draft meeting by opting for more offense, going first for Charles White of Southern Cal., the little but explosive Heisman Trophy winner. White will come in handy if Greg Pruitt, small too, is unable to wiggle and streak as he used to. The other Pruitt, the bigger and more durable Mike, had the season of his career in Greg's absence, banging for 1,294 yards, second in the AFC to Earl Campbell. The Browns may enjoy a bonus if they get wide receiver Willis Adams back in good shape. He was last year's top draftee. But in the end, they probably will be shooting for a wild card on the wild arm of Brian Sipe.

### Cincinnati Bengals

British huntsman Jim Corbett made his fame stalking the Bengal tiger. The Cincinnati Bengals' chief headhunter, Paul Brown, seems bent on capping his illustrious career by seeking Cleveland Browns present and past. There might be something psychological here. One general manager close to the situation says, "Brown hired players cut by the Browns, scouts and assistant coaches fired by the Browns, and an equipment manager let go by the Browns. Now he wants to win with ex-Brown Coach Forrest Gregg to prove Art Modell made a mistake."

Paul Brown and the Browns have not been getting on since Modell fired Brown in 1963. Brown's literary treatment of his old boss in his 1979 autobiography—for

which he was fined \$10,000 by Commissioner Pete Rozelle—did nothing to smooth the relationship. But even Brown's fondness for retribution hardly explains the curious selection of Gregg, whose record at Cleveland was, at best, indifferent. Unless, of course, Brown is counting on Gregg's reputation as a Captain Bligh to awaken his team's slumbering talent.

The move may backfire, for Gregg's tough-guy image is no facade, nor is the reaction it engenders. Defensive back Scott Perry purposely talked himself into a trade when he heard Gregg was Bengal-bound. Ace linebacker Jim LeClair threatened to retire and Assistant Coach Doug Scovil resigned. Pete Johnson, who scored 14 touchdowns rushing and ran for 865 yards, apparently decided to eat his way off the roster. He reported to Gregg's first mini-camp at 274 pounds.

Gregg says his team will throw the ball, no doubt the reason why the Bengals redoubled efforts to re-sign wide receiver Isaac Curtis. Often-hurt quarterback Ken Anderson may be throwing for another franchise. But heir-presumptive Jack Thompson, drafted No. 1 in 1979, "is at least five years away," says ex-Bengal Bob Trumpy, now a local sportscaster and Brown's severest critic.

Another curious change was Hank Bullough's investiture as defensive coordinator. He was hired to install the 3-4 defense, odd because the 3-4 defense was tried here two years earlier and found wanting. The ways of hunters are mysterious. The ways of the hunted can be desperate.

## WEST

### Denver Broncos

The vital signs of offensive life barely pulsed in the thin air of Denver last season, but going into 1980 the atmosphere is heavy with optimism. The team finished below the middle in all the offensive statistics that count. But suggest to Coach Red Miller that the Broncos can hardly be expected to reclaim the Western Division championship they lost to San Diego, and you get a fat and immediate demurrer. "We won it two out of the last three years," he says, "and last year we took the Chargers to the final day of the season before we lost." Besides, he now has Matt Robinson.

For the past three years, Miller, who claims to have hunted down to sea level for the right man for the job, came up empty-handed and was his own offensive coordinator. Even if he had found what he was looking for, he probably would have had to rely mainly on his carnivorous defense and a makeshift offense led by immobile quarterback Craig Morton and often-ailing running back Otis Armstrong. Enter, from the west wing, Rod

*continued*



# FROM FINLAND, A HAIR RESTORATIVE STRONG ENOUGH TO FIGHT HEREDITARY BALDNESS.



Drs. Kai Setala and Ilona Schreck-Purola are the two cancer research specialists from Finland responsible for discovering a hair restorative (Bio-Genesis) effective in fighting the causes of pattern baldness.

Bio-Genesis™ is a totally new and different concept in hair restoration, developed, tested, and perfected after 25 years of research. Thousands have already experienced hair regrowth due to this fantastic discovery. There is no other treatment for baldness that has been as widely proclaimed and recognized as Bio-Genesis™.

## THE DISCOVERY

Noted pathologist and cancer researcher, Dr. Kai Setala, and his assistant, Dr. Ilona Schreck-Purola, discovered Bio-Genesis™ by accident during his cancer research at the University of Helsinki Medical School in Finland. After countless tests, Dr. Setala concluded that Bio-Genesis™ could, indeed, restore hair growth and stop excessive hair fall out.

In one study, 80% of all those treated regrew their hair with Bio-Genesis™. These were patients with "pattern baldness," not some obscure hair loss disease.

Biopsy samples were taken from the same spot on patients' heads before, during, and after the experiment. In the pre-treatment stages, hair follicles

were atrophied and incapable of producing hair. After the treatment, the follicles regenerated to their normal size.

Of course, you didn't need a microscope to see that. It is evident from hair growing on these patients' scalps.

## HOW BIO-GENESIS™ WORKS

Scientists have long associated the causes of baldness with the presence of androgens (male hormones) in the scalp. It seems a by-product of testosterone, DHT, renders the hair follicle incapable of producing new hair. Thus, hair fall out occurs, leading ultimately to baldness.

Dr. Setala was years ahead of other physicians by suggesting that cholesterol is the key ingredient in the

synthesis of male hormones. So, he formulated Bio-Genesis™ to neutralize the cholesterol level, hence, decreasing the hormone levels. In addition to neutralizing cholesterol in the scalp, Bio-Genesis™ also clears the hair follicles of build-up, allowing hair to regrow to its normal state.

## NOW AVAILABLE IN THE UNITED STATES

Join the thousands of people the world over who are regrowing their hair with Bio-Genesis™. You can regrow your hair and stop excessive hair fall out within three to six months... think about it! Order your Bio-Genesis™ today by filling out the coupon below or the postpaid mailer inside this magazine.



These photographs were taken before beginning treatment with Bio-Genesis. Excessive hair loss and pattern baldness are clearly evident. Notice the bald spot is about three inches in diameter.



These photographs were taken after six months of using Bio-Genesis Lotion and Shampoo as directed on a daily basis. Notice the bald spot has disappeared and in its place there has appeared new hair growth.



BEFORE: In August 1978, then 33-year-old, Ron Danns began using Bio-Genesis Lotion and Shampoo to combat an eight year old problem of excessive hair loss and baldness.



AFTER: In March 1980, Mr. Danns, now 35 years old, posed for the above picture showing significant hair regrowth. His hair line and crown have now filled in.



BEFORE: A magnification of a biopsy slide prepared by Dr. Setala showing inactive and clogged hair follicles.



AFTER: A biopsy slide prepared by Dr. Setala clearly showing renewed follicle activity.

### BIO-GENESIS™

For more information and even faster service charge card holders may use our toll free number between the hours of 9:00 am & 5:30 pm.

Check plan desired and quantity. Please print clearly.

Mail to: COSVETIC LABS, P.O. BOX 10064, ATLANTA, GA 30319

Master Charge and VISA customers call toll free: 1-800-241-1661 Ext. 805

\_\_\_\_ (33337) 1 oz. liquid \$24.95

\_\_\_\_ (33338) 2 oz. liquid \$44.95

\_\_\_\_ (33409) 1 oz. liquid and 8 oz. shampoo \$39.90

\_\_\_\_ (33410) 2 oz. liquid and 16 oz. shampoo \$74.85

Check or money order. No COD's please.

(Add \$1.50 for postage and handling)

Total amount enclosed.

Charge to my ☐ VISA ☐ Master Charge

Card#

EXP. DATE

NAME

ADDRESS

CITY

STATE

ZIP

PHONE

© COPYRIGHT 1980. COSVETIC LABS INC.

SR 18





## AFC *continued*

Dowhower as the new coordinator of offense. Dowhower served his apprenticeship under San Diego's Don Coryell and San Francisco's Bill Walsh, two of pro football's leading exponents of the pass. Enter, from the east wing, Robinson, the ex-New York Jet whose talents for passing and leadership have been allowed to crackle only briefly.

The two bespeak a new Bronco lifestyle. "Rod coached the last three NCAA passing champions," says Miller, promising that a lot of flying objects will be launched by Robinson. Matt has admirable targets: Rick Upchurch, the once-explosive kick returner who now explodes as pass receiver (64 in '79); 34-year-old Haven Moses, whose 54 catches averaging 17.5 each attest to his marvelous staying powers, and Riley Odoms.

Bronco quarterbacks were sacked 44 times, a statistic for losers. But Miller promises that with Robinson more active than Morton and with a young offensive line—"the most improved part of the team"—the figure will be trimmed. He is also counting on three fine old hands he got in trades: running back Lawrence McCutcheon from the Rams, defensive back Perry Smith from the Cardinals and fullback Don Hardeman from the Colts. If promises prove prophetic, the smiles in Denver will be a mile high and wide.

### San Diego Chargers

As eras go, it is hard to conceive of one better designed for Don Coryell than the NFL's latest. The Chargers' intense coach revels in the liberating rules changes of the last several years. "I would even like to see us adopt the college rule which allows a pass reception if the receiver keeps just one foot in bounds," says Coryell. "I would also like to see the field widened to 60 yards." Wide-open, offensive football gave the Chargers 12 victories and their first division championship since 1965.

Chances are, the Chargers will open their game even wider this season. Their quarterback, Dan Fouts, passed for 4,082 yards in '79 to break Joe Namath's record. Catching a lot of those balls were wide receivers John Jefferson (61 receptions for 1,090 yards and 10 touchdowns) and Charlie Joiner (72 catches, 1,008 yards and 4 touchdowns). As if they were not terrifying enough, Coryell has now armed himself with young Kellen Winslow. He is frighteningly fast, he is a slot man, which means he will be infiltrating defenses alongside Jefferson and Joiner, and—forgive us all—he is a 6-foot-5 250-pounder.

Bill Walsh, the 49er coach, tutored Fouts as a San Diego assistant. "I put Fouts up there with Terry Bradshaw and Roger Staubach among pressure quarter-

backs," he says, ignoring Fouts's 24 interceptions during the season and four more in the playoff loss to Houston.

Other flaws? Well, yes. San Diego has virtually given up on the running game. Partly this is because it has no dominating ballcarrier. Partly it is because of the advancing ages in the offensive line. Tackle Russ Washington, tight end Bob Klein and guards Ed White and Doug Wilkerson all are 33, and White is returning from knee surgery.

Defensively there could be an embarrassment of riches in the strong Charger line, but only if tackle Louie Kelcher, who missed most of last season with a knee injury, returns in style. The man who replaced him, huge Wilbur Young, was one of the two or three top defensive players in the NFL. Tackle Gary Johnson, end Fred Dean and cornerbacks Mike Williams and Willie Buchanon are near all-pro caliber.

Because of past trades, there were no high draft choices. Running back John Cappelletti, who came in a deal with the Rams, may be helpful—provided Coryell and Fouts let him see the ball.

### Seattle Seahawks

Pity the Seattle Seahawks. Here is an expansion team that came into the league without losing 26 games in a row, without becoming the butt of jokes, without winning the division title in only its fourth year of existence. But that is the catch. Unlike Tampa Bay, which did achieve all of the above, the poor Seattle Seahawks have been Johnny-same-notes. In each of the last two seasons, they have been 9-7, not bad for a five-year-old franchise, not good compared with Tampa. Seattle won only three of the 11 games it played against playoff teams.

There is a plus here, though. The Seahawks are entertainers. They score—378 points last year—better than eight of the 10 playoff teams. They gamble on fourth down, as witness Herman Weaver, their punter. He was the team's second-leading passer. And they use Efren Herrera as a pass receiver. Herrera is the placekicker.

"You never know what to expect, and that worries any football coach," says Denver Coach Red Miller. "When you have to worry about the unexpected while paying attention to Jim Zorn, you have a lot of pressure on the defense."

Zorn is the spiritual heir to Minnesota's Fran Tarkenton, a quarterback who manufactured triumphs out of disaster. Zorn's league statistics—20 touchdowns and 3,661 yards passing—place him among the league's best quarterbacks, but in no way do they reflect his true value. His scrambling, helter-skelter style not only disrupts defenses, it tires them.

Seahawk Coach Jack Patera calls Steve Largent "the best receiver in football,"



Jim Zorn

which may be an exaggeration, although surely he is the most amazing. Largent doesn't have speed or size, but he led the NFL in reception yardage, 1,237, and his 18.7-yard-per-catch average was the highest among the league leaders.

The Seahawks suffered heavily when a neck injury ended the career of fullback David Sims. His loss cut the effectiveness of halfback Sherman Smith. Zorn compensated by making greater use of wide receiver Sam McCullum, but Patera needs a fullback of first rank. He always has, but you have heard the notes of that song before.

### Kansas City Chiefs

For two years the Chiefs have been an interesting anachronism under their new coach, Marv Levy. Operating a 1950ish Wing-T formation, they were a Studebaker among Rabbits and Citations. Now Levy is retooling, but do not expect anything wild out of this conservative man, who is still buying time. The "newest" model is a mid-60's "I".

Levy's idea was to keep the scores close and to minimize the possibility of demoralizing mistakes while a defense was created. His aim was to build confidence, and to this end he concentrated on the draft. It has been first rate with most of the picks before this year going into defense. Ends Art Still and Mike Bell were first-rate draft choices, and linebackers Gary Spani and Frank Manumaleuga were high picks. Nose tackle Don Parrish came from Atlanta.

"Now we can turn our attention to building our offense," says Levy, who is a Phi Beta Kappa and talks that way. The quarterback job was given to rookie Steve Fuller, a brilliant student who had the

*continued*



## AFC *continued*

sense not to surprise his coach with anything outrageous. "Levy is not the type of coach who is going to open things up to the extreme," says a Kansas City insider, "so Fuller is the ideal quarterback for him, a good runner who can throw on the move and reduce the margin of error."

Fuller probably could not pass himself into a radical situation anyway, since he lacks the proper collaborators. J.T. Smith, better known as a punt returner, is the team's most dangerous receiver. In a year

of tight ends, the best receiver to come out of their draft is longshot Carlos Carson of LSU; but to help Fuller, K.C. did pick up offensive lineman Brad Budde of USC, whose father, Ed, once toiled as a Chief. Still, the offensive burden will stay with the runners, specifically Ted McKnight and Tony Reed, who are better equipped to operate out of the "I" than the Wing-T.

Kansas City is strong in the specialties. Bob Grupp became the NFL's best punter as a rookie; Smith returned two punts for touchdowns, and placekicker Jan Stenerud

moved into middle age without any dip in efficiency. There is another bright addition: cornerback Eric Harris, signed out of Canada in a bidding war for \$1.1 million. Under Levy's version of slow but steady progress, the antique Studebaker might be traded up to a Camaro.

### Oakland Raiders

If there is one outstanding enigma going into the 1980 season, it is Oakland, once a jewel of consistency. Oakland might not even be Oakland if Al Davis, the oddly-titled "managing-owner," can get his legal entanglements unraveled in time to move the team to Los Angeles.

But any confusion over the Raiders' next mailing address is minor compared with what is—or is not—going on down on the field. Davis, to be sure, still gives the orders, as he did last year during halftime of the game at Kansas City. Shift from the 3-4 defense to a 4-3, he instructed Assistant Coach Myrel Moore, whom he had hired at Oakland expressly to install the 3-4. K.C. won, 35-7. After the season ended, Moore was fired, but he was not the only one to go. Ollie Spencer, the defensive line coach who had been a member of the organization since 1962, resigned and Charley Sumner, who had been in charge of the secondary, was shifted to linebacker coach.

Davis then traded two favorites, linebacker Phil Villapiano and safety Jack Tatum. "Our defense was terrible," said tight end Dave Casper. "Obviously something had to be done."

The big move, though, was the swap of Ken Stabler for Houston's Dan Pastorini. Davis and his longtime star quarterback had been feuding ever since the "managing-owner" blamed Stabler for the team's poor 1978 season. But Stabler made a magnificent comeback last year—26 touchdown passes, 3,615 yards and the fourth-best efficiency rating in the NFL. In fact, the only thing Oakland had going for it was Stabler's arm.

The trade resulted in unanimously bad reviews. To a man, rival coaches thought Houston was the winner, and that includes Davis's own coach, Tom Flores. "We got a fine quarterback, but we lost a great one," he said.

The ways of Davis seemed curiously and curiously during the draft. The Raiders used their first first-round pick in five years on a quarterback, Marc Wilson, and they used three of their next four opportunities to select linebackers, which appears strange considering Davis's new penchant for the four-man line. It may help to know that after that rout in Kansas City the Raiders won their home opener over Denver, 27-3, with the 4-3 defense. But still, the Raiders' tactics and hometown remain a puzzlement. What's it all about, Al?

**Beautiful Lockblades.  
Beasts at heart.**

Each beautiful Old Timer® Lockblade Knife has the heart of a beast. A beast that stands up to any test—on the trail or on the job. Because the beast is tough. Each and every one is made with over 100 hand operations. Over 100 careful inspections. The positive action side-lock assures a rigid blade. Tough knives that do tough jobs, beautifully. To find out more send for your free Old Timer Almanac.

**SCHRADE**  
Established 1904 Ellenville, New York 12428





## In Praise of THE AMERICAN OLYMPIAN

*Pole vaulter Mike Tully is one of many American champions who will not get the chance to soar in Moscow.*



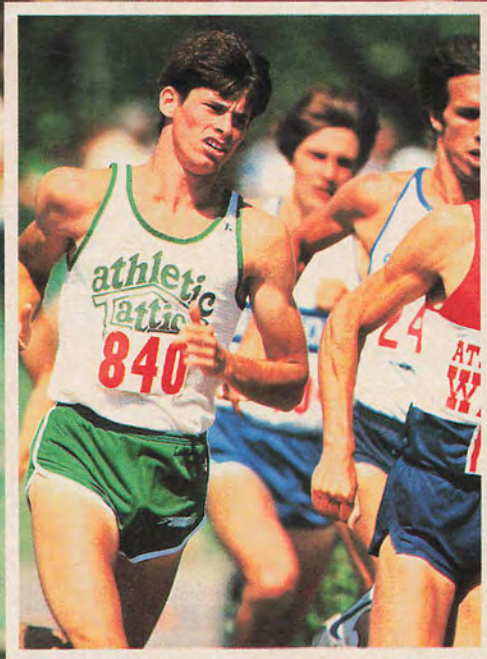
It is often the chase and not the capture that gives the sportsman his greatest thrill, and so it must be for American amateur athletes in this Olympic year of 1980. Although they will be far away from the competition of Moscow, the 528 U.S. team members, as young as 13 and as old as 43, can take a special pride in the time—years in some cases—and energy they have spent to join the ranks of the world's best. Here and on the pages following is a salute to the best of America's 1980 Olympic crop—the performers who, in the view of most experts, would have won medals at Moscow. They won't, but their pursuit of excellence and their sacrifices are reason enough for America to say to all of its Olympic hopefuls, "Take a bow."







Best of the field: Herman Frazier in the 400-meter dash (left); Al Oerter throwing the discus (top); Evelyn Ashford in the women's 100 meters (below); Don Paige (right) and Steve Scott (below, far right) in the metric mile; Harvey Glance in the men's 100-meters (below, near right); and Franklin Jacobs in the high jump (at bottom).



## Ageless wonders, flashy whiz kids.



Track and field brings out a collection of athletes as diverse as their events, but united by a kind of individualistic spirit.

There are the ageless veterans, led by discus-thrower Al Oerter, four-time Olympic gold medalist, who at 43 capped his comeback with his longest toss ever. Herman Frazier, a medalist in 1976, has kept pace with the country's top 400-meter men while working as assistant athletic director at Arizona State. Harvey Glance has continued as one of the country's most consistent 100-meter sprinters. And Evelyn Ashford, 23, has become the top woman in the 100 and 200 meters.

There are plenty of newcomers, like 5-foot-8 high jumper Franklin Jacobs, who two years ago leaped 7-foot-7¼ for a then-world indoor record. And there is the middle-distance duo of Don Paige and Steve Scott. The pair would have been part of a parade of American track and field stars to the victory stand in Moscow.







# It has economy

The Volkswagen Pickup. Probably one of the most economical pickups ever invented with a fuel-injected gas engine.

And if you want even more economy there's a diesel option that delivers mileage no one can beat. (It gets an EPA estimated 23 mpg, 32 mpg highway, estimated 39 mpg diesel and 48 mpg diesel high-

way. Use "estimated mpg" for comparisons. Your mileage may vary with weather, speed and trip length. Actual highway mileage will probably be less.)

But the engine's not the only thing that's economical. It has front-wheel drive for economical power transfer from the engine to the wheels.





# written all over it.

And, the engine is transverse-mounted for more economical use of cab space for passengers and better forward visibility for the driver.

What's more, it has an independently operating electric fan to cool the engine more economically, too.

In the back, it has economical double-wall construction so that if something you carry in its six-foot steel bed makes a dent on the inside, nothing shows on the outside. But the most economical thing about the Volkswagen

Pickup is the fact that it's still a Volkswagen.

**VOLKSWAGEN  
DOES IT  
AGAIN**







## Before you spend \$30 on a jogging shoe, get the inside story.

When JCPenney developed their U.S.A. Olympics™ jogging shoe, they made sure it was built with the quality and workmanship you'd find in shoes costing \$30. With features like an inner sole built to absorb shock. A padded tongue. Stylish leather and nylon uppers. Things you'd find in \$30 joggers.



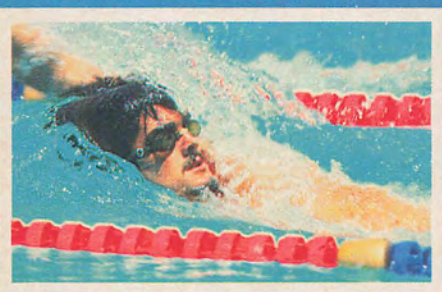
And one thing you wouldn't expect. The price. U.S.A. Olympics cost only \$21.99.

And for every pair of U.S.A. Olympics purchased, JCPenney contributes 50¢ to the U.S. Olympic Committee. U.S.A. Olympics. The Jogger. Only \$21.99 and only at JCPenney.



A great run for your money.  
Only at JCPenney.





*Clockwise, from left:  
Mary Meagher, Jesse  
Vassallo, Brian Good-  
ell, Tracy Caulkins  
and Greg Louganis.*



World-championship form usually comes around once in a lifetime for swimmers, and a school of great ones is now reaching its peak. Tracy Caulkins, outstanding in the breaststroke, butterfly, freestyle and individual medley, won five gold medals at the 1978 World Championships. Unheralded Mary T. Meagher set an American record in the 100-meter butterfly in 1979 and, despite suffering a collapsed lung, remains among the world's best.

Among the men, Jesse Vassallo rates as the world's top 400-meter individual medley swimmer, stroking three world records in the past two years. UCLA's Brian Goodell followed up 1976 gold-medal victories in the 400-and 1500-meter freestyle with nine NCAA championships in three years.

Also still flying high is Greg Louganis, winner of a silver medal in platform diving at Montreal. Louganis, only 20, is already hailed as one of the greatest divers ever. The gold he didn't win at Moscow in 1980 he almost certainly will win in Los Angeles at the 1984 Olympics.

Ready to  
make waves.







For some,  
it's the end;  
for others,  
a beginning.



American athletes in 21 sports were primed for 1980. Some, like archer Luann Ryan, are in fields where age does not diminish skills.

Some can aim for the professional ranks, notably Isiah Thomas, the Indiana University basketball guard. Boxer Marvis Frazier can strive to follow his father, Joe, and become world heavyweight champion.

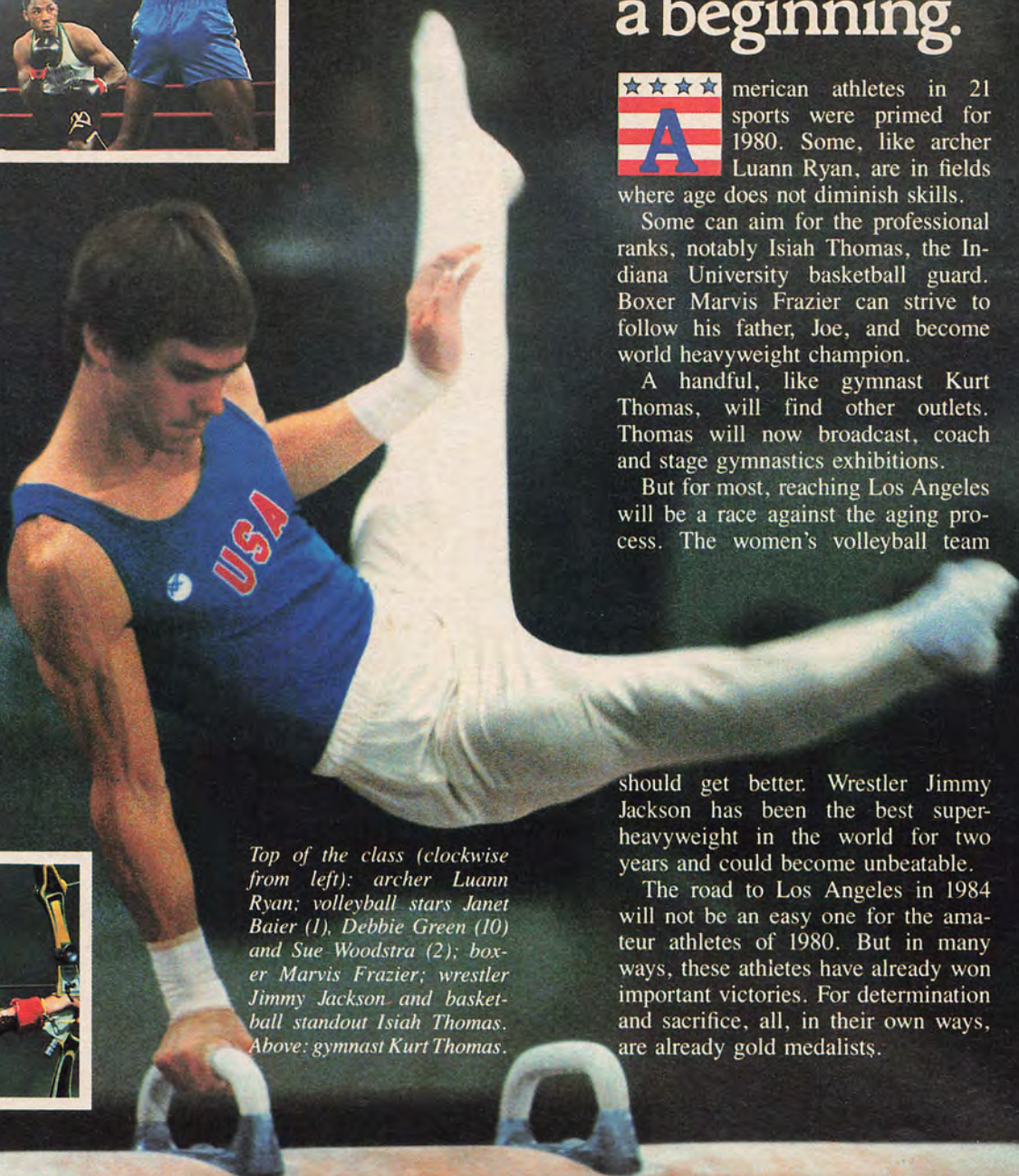
A handful, like gymnast Kurt Thomas, will find other outlets. Thomas will now broadcast, coach and stage gymnastics exhibitions.

But for most, reaching Los Angeles will be a race against the aging process. The women's volleyball team

should get better. Wrestler Jimmy Jackson has been the best super-heavyweight in the world for two years and could become unbeatable.

The road to Los Angeles in 1984 will not be an easy one for the amateur athletes of 1980. But in many ways, these athletes have already won important victories. For determination and sacrifice, all, in their own ways, are already gold medalists.

Top of the class (clockwise from left): archer Luann Ryan; volleyball stars Janet Baier (1), Debbie Green (10) and Sue Woodstra (2); boxer Marvis Frazier; wrestler Jimmy Jackson; and basketball standout Isiah Thomas. Above: gymnast Kurt Thomas.



AMF



She's worried about your budget. About your expenses. She's thinking about the price tag too much. And that's why it should be *you* who thinks about the true quality and value of that diamond. Since you are the one who makes the final financial decision, you should know why "thinking big" is important:

Here are a few helpful facts:

**Own the largest diamond you can afford.**

This really makes good diamond sense, because larger diamonds are becoming rarer every day. Consequently, they are more valuable. So if you give her a larger diamond, years from now you'll be glad you did.

**Own the diamond with the best character traits.**

Your jeweler judges the value of a diamond according to what he calls the Four C's: carat weight, color, cut, and clarity.

Each diamond combines these 4 characteristics in a unique way. One will be larger. One will appear icy white. Yet another has a warmer tone. For no two diamonds are born alike. Each one has a distinct personality. With your jeweler's help, you will learn to weigh each characteristic against the other and then choose the one that comes closest to your own sense of perfection.

It's not that difficult. In fact, if you take it slow and don't think "small," you'll feel secure that you have given her the one gift that can stand up to the toughest test of all. The test of time.

If you have more questions, ask your jeweler. And send for the booklet "Everything You'd Love to Know... About Diamonds." Just mail \$1.00 to Diamond Information Center, 3799 Jasper St., Philadelphia, Pa. 19124. The rings shown are enlarged for detail. Prices are based on retail quotations and may change substantially due to differences in diamond quality and market conditions.



## WHY SHE'S TOO SHY TO TELL YOU TO "THINK BIG."

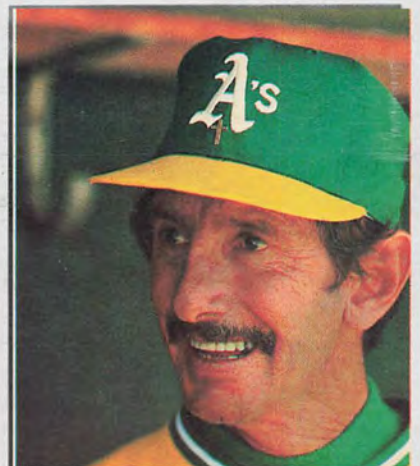
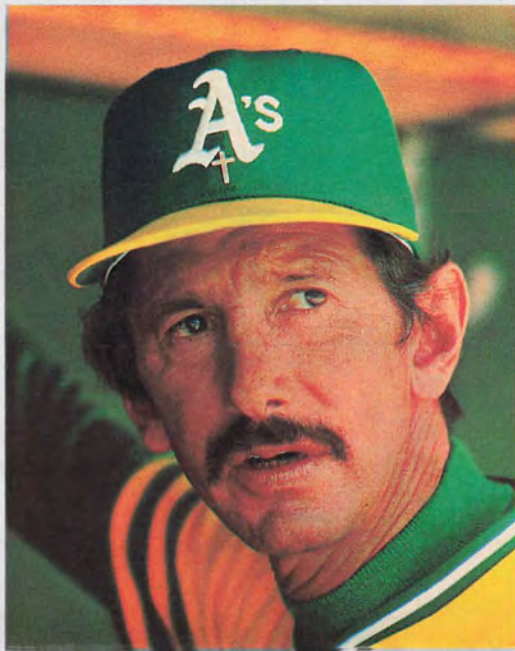
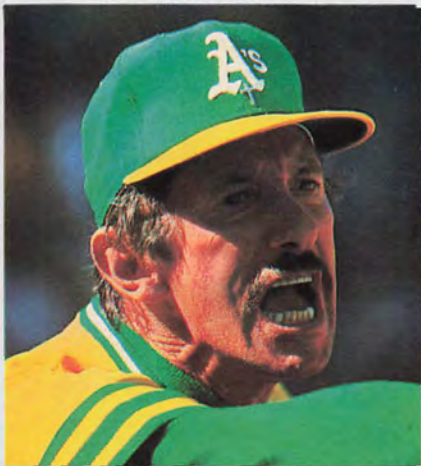


A diamond is forever.

De Beers



# A Mama's





# Boy He's Not

*And that's exactly why Billy Martin has turned the lowly Oakland A's into base-stealing terrors. 'Take everything you can get,' he screams. 'Rat it out!' And rat it out they do.*

by JACK HICKS

**M**arshmallows float to green Minnesota turf like windwafted cherubim kissing down on Mother Earth, but Oakland A's Manager Billy Martin feels anything but angelic.

"I'll kick your fat. . .," he screams, racing toward two teenagers who have been lobbing the marshmallows at the visiting A's dugout throughout the eighth and ninth innings of a game against the Twins. This is the pugilistic Martin's first return to Minnesota since his run-in here with a traveling marshmallow salesman the night of Oct. 23, 1979, a bar brawl that resulted in the 52-year-old pilot's being fired—for the second time—as manager of the New York Yankees.

But now, at Metropolitan Stadium, two umpires and a cop seize Martin at a box-seat gate before he can catch his fleeing antagonist. They escort the shouting, gesturing manager back to the dugout.

After the game Billy Martin is at his most irascible and competitive. Let us call this Martin "Bad Billy." "Marshmallows," he seethes. "That one kid had a French queer's hat on. When I went up there, I didn't know whether to kiss him or punch him out. I was afraid he was gonna ca-ress me." Lighting a large Nicaraguan cigar, Martin sneers: "He was a big, fat fag. He had to be a fag because he was throwing marshmallows."

Two days later, the Jekyll-and-Hyde A's manager has found even less peace. His weekend in Minnesota—never mind the nostalgia and huzzahs—has not been a stay at the beach. While the amiable Alfred Manuel Martin—let us call this Martin "Good Billy"—has been wooing sportswriters and greeting old friends, Bad Billy has ruled the A's domain. A Sunday-afternoon 20-11 loss to the Twins has driven him into a monstrous rage. With unprintable language, he has yelled himself hoarse for three hours in the dugout and a half-hour more in the visiting manager's cubicle. His fledgling A's, particularly the young pitchers he touts, are tense and showering *fast*. Some skip the shower to flee the black wrath.

Behind closed doors in the background, Martin loudly begs pitching coach and drinking buddy Art Fowler for some explanation for 20 Twins runs. "It's like he jerked us up by our collar," pitcher Brian Kingman says with a nod toward the clamor, "and dragged us into the major

leagues. Billy Martin just can't stomach losing."

By the time the plane leaves at 7 p.m., Martin is recovered, champing at the bit again, waiting for a shot at the California Angels, who humiliated the A's in 1979. Good Billy emerges again after a pleasing Monday-night 8-0 shellacking of the Angels by his young A's. "We stand and fall on our young pitchers, like Rick Langford tonight." He props his legs up on the desk, stroking his gray-flecked mustache. "Langford, Kingman, Steve McCatty, Mike Norris, Matt Keough. You guys laughed at us down here last year." He stares coldly at several local writers. "And at Charlie Finley—who put this staff together and deserves all the credit. We'll see who laughs this year."

Martin signed with the A's on February 21. It was a carefully negotiated pact in which he brought along his coaches, former Yankees Clete Boyer and Art Fowler, and press aide-traveling secretary Mickey Morabito, a George Steinbrenner enemy. At Oakland, Martin has done his very best to control his temper and play Good Billy. It is as if he were finally aware that his terrible drive to win has brought him grief as well as success, and that a job with the ever-losing A's might be the end of the managerial line. These days he comes to the park late and showers quickly after each game. He escapes from reporters and challenging fans in funky Oakland and Berkeley bars, a series of havens he has discovered over the last 30 years. And very diplomatically he pushes revitalized baseball in Oakland ("these people never had nothing") and promotes A's owner Charles O. Finley ("the ideal owner, we talk all the time about personnel; he knows baseball").

He is again Good Billy after a second well-pitched win over the Angels, this one by early-season phenom Mike Norris. But Bad Billy comes back Wednesday night, charging umpire Jerry Neudecker after Neudecker has called Angel Fred Patek safe at third base. It takes plate-umpire Mike Reilly and Clete Boyer to restrain the maddened manager, his neck cords bulging like the tendons of a runaway horse. After suffering a series of genealogical epithets, Neudecker speeds Martin on his second ejection of 1980, though Martin has to be dragged from the field.

Catcher Mike Heath sheds his gear after the A's lose by a run. A bloody strawberry marks his right elbow. He had played for Martin on the Yankees. "You saw him put on a good show out there," Heath says. "But you saw the call on Patek cost us the winning run. The ump won't forget it."

"Say what you want about Billy, but he taught me how

*continued*

*Billy Martin's feistiest partisan is his 79-year-old, 85-pound mother, Mrs. Joan Downey. In the dugout (below), her boy angrily dissents, soon becomes pensive, then turns on the charm.*



to protect myself. Once, when Thurman Munson got hurt, I had to catch against the Angels. On my first tag at the plate, Bobby Grich threw me a wicked elbow. Billy was screaming at me, saying they were backing me down. If I wanted to play hardball, I had to stand my ground.

"Sure enough, that same inning Carney Lansford came in real tough, but I nailed him back. Hard." He smiles. The benches of the Angels and Yankees emptied. After the violence, Lansford and Heath were sent home.

"But I wasn't alone." The young catcher smiles again. "Martin got run out, too. And all the way to the clubhouse, Billy was yelling, smacking his hand into his fist, pounding me on the back, telling me, 'That's it, rat it out, rat it out.' It won't be an easy lesson over here, but a team like the A's needs an occasional kick in the rear. He'll be good for us."

The Oakland A's come home from their first road trip of 1980 in the rarefied air of first place in the American League West. They are playing in the usual scrappy Martin style: tight pitching, sound defense, plenty of steals, lots of hits and runs. Oakland attendance has more than doubled over last year's. Stocked with young unknowns, the team plays with verve, forcing the opposition into errors. The local fans are excited for the first time since the Jackson-Bando-Rudi-Hunter years of the early 1970's. And Billy Martin, born in the west Berkeley flats, not five miles from where the Oakland Coliseum is today, is the conquering hometown hero returned.

By early May the talk around the league is that the A's are playing "Billy Ball," making thin talent stretch a long way. "Push 'em, make them make mistakes," Martin drummed into his young charges in spring training. "Go."

On May 3, in the second inning, with the bases full and two out, the A's leader flashes the steal sign to Wayne Gross on third, a runner thoroughly unknown for his foot speed. Gross rumbles toward the plate; the pitch ultimately arrives. When the dust clears, Gross has stolen home.

To underscore the lesson in Billy Ball, Martin repeats the act an inning later. This time burner Wayne Murphy is on third. Sparky Anderson orders Tiger pitcher Jack Morris to pitch from the stretch, but Morris ignores Anderson's advice. Murphy races home, and again the pitch is late. Not only have the A's stolen home again but they have achieved the first triple steal in their history, and go on to win, 5-3.

But youth and Billy Martin are mercurial, and four days later, after starters McCatty and Kingman have each blown a close game to Cleveland with a single bad pitch, the manager flames up again.

Straining to control himself, facing the press, Bad Billy narrows his eyes, gaunt chin trembling. The time for yelling was an hour earlier when Kingman—told to pitch around Mike Hargrove—grooved one for the winning hit. Martin's reedy shouts in the dugout were audible throughout the park.

Now he sits quietly, stripping his white No. 1 jersey off. "We blew two games on mental errors." He pauses for a deep breath. "Fine. If I gotta get beat, it's my way, not theirs. McCatty and Kingman will both miss their next turns. No more

boots. "but no personal questions."

Tearing off a red T-shirt that shouts SUPER BRAWL—MIKE ROSSMAN VS. VICTOR GALINDEZ, Martin lunges forward and the promised 15 minutes turns into an hour during which Bad Billy and Good Billy take turns testifying.

"Mattick knows me, huh?" He spits a stray tobacco strand onto the green carpet. He recalls Bobby Mattick, scout of a generation ago. "If he knows me so damned good, how come he didn't sign me out of Berkeley High in 1947 when I was leading the league in everything? No," Martin

*'Have I mellowed? Do I question myself? Nobody can judge me. Not you, me, Steinbrenner, Finley. Only Jesus Christ. . . there is only one judge.'*

questions," he shouts, turning his back.

Three days later, Martin goes for the jugular again and steals another game for the Oakland A's. The team seems flat and is behind the Toronto Blue Jays, 3-1. Pitcher Rick Langford, a hurler with pristine control, apparently finds Blue Jay Al Woods's earlier double and homer intolerable and drills him squarely in the back with a pitch three feet inside. A brawl ensues with both benches emptying. Martin, for once apparently a peacemaker, grabs Blue Jay slugger Otto Velez, but Velez comes out of the melee with an injured shoulder.

"I like Otto," Martin offers calmly after the game. "I used to manage him. Somebody else hit both of us and he fell to the ground and hurt himself. I was just trying to protect him."

In the opposite clubhouse, it is Blue Jay Manager Bobby Mattick who is furious. Velez, the AL leader in homers and RBIs, is out indefinitely, a loss compounded when the fired-up Oakland club comes from behind for a 4-3 win. Hearing Martin's explanation, Mattick's face reddens and he snarls. "Protect him? Bull! I know Billy Martin, and that shot at Woods was on purpose. I wouldn't be so sure he would ever try to protect anybody from anything." Later, however, Velez himself absolves Martin of any intent to hurt him.

The next afternoon is Mother's Day and Martin, as usual, arrives at the park well after his players, but pleased that his 79-year-old mom, Joan Downey, will be on hand. He is composed but curt. His face is less puffy than during those last terrible days with the Yankees in '78 and '79, his eyes less jaundiced. And while he is obviously no longer the wiry 18-year-old from Berkeley who signed a minor league contract for \$300 in 1947, his body is trim for a 52-year-old man. "I'll give you about 15 minutes," he snaps, pulling off

smiles. "I was too little. Yeah and he gave Abe Van Hewitt 20,000 bucks—a huge bonus then—and what the hell did he ever do?" Bad Billy is in full swing now. "And how come he passed me over as manager when Seattle came into the American League in '69?" Martin is pounding his chest, his face and voice knotted. "And as for hurting Otto Velez, I like the man. I got a lot to tell that old man today at home plate. What a loser. We'll pound his ass."

Talk turns to coming back home and the warmer, more humane man emerges, like the sun from behind the clouds. "Gee, this is great. I mean coming back here to my family and the guys I grew up with. I saw my old buddy Marino [Pieretti] the other day."

He puffs on his cigar, blowing a ring of smoke. "We used to work the slaughterhouses together in the off-season—'46-'47-'48. They'd send those cows down the chute and we'd stand over the top of them with mauls. Marino could drop them with one swing, but I'd stand there praying, and the cow would look up at me with those eyes. I'd say, 'God, please let me do it with one,' and I'd put my whole 155 pounds into that hammer. Damn! Marino would only need one. But me, two or three. Blood and noise everywhere. I guess we've come a long way."

A few minutes later Martin snaps up a question just off the writer's lips. "Have I mellowed? Do I question myself? Look, you"—he jabs a Jimmy Cagney finger—"nobody can judge me. Not you, me, Steinbrenner, Finley. Only Jesus Christ. I've worn a crucifix in my hat for 35 years and go to mass every Sunday. The Bible says there is only one judge and that no man should judge another. So, no, I wasn't born in a mansion, but I won't bleed over it."

In another minute, Bad Billy has shifted gears again and gone back to his

*continued*



# COBRAPHONE® TALKS BETTER.

**With COBRAPHONE, they stay in touch.** Friends, relatives, clients, can reach you wherever you are—on the patio, at the pool, in the neighbor's back yard, or when you're watching TV in a room where no conventional phone is available.

COBRAPHONE provides reliable 2-way telephone communications from any point up to 300 ft. away from the base unit, which connects to your regular phone. And it's priced to be affordable.

# COBRAPHONE® LISTENS BETTER.

**With COBRAPHONE, you stay in touch.** Make those important phone calls without having to go into the house—or from any room in the house where no regular phone is available. Just dial your COBRAPHONE remote unit, and presto! You're in touch with anyone, anywhere in the world.

Call the office, the doctor, "Mom," the kids—or in an emergency, the Police or Fire Departments—all from wherever you are within the 300 ft. usable range. May also be used as an intercom.

Handy volume control permits you to adjust the volume to match the noise level of your location. Touch button call entry remembers the last number dialed and re-dials it with a single button.

COBRAPHONE is a complete system that installs in minutes.

See and test COBRAPHONE at your nearest COBRA personal communications dealer today. Two models are available. Either one will keep you in touch!

  
**Cobraphone®**  
Conversation Loud and Clear  
Cobra Communications Products  
**DYNASCAN CORPORATION**  
6460 W. Cortland St., Chicago, Illinois 60635  
**Write for Color Brochure.**

COBRAPHONE  
Cordless Telephone Systems







© 1980 Stokely-Van Camp, Inc.

## BY THE TIME YOUR MOUTH GETS THIRSTY, YOUR BODY COULD BE TWO QUARTS LOW.

Did you know that your body can sweat away from one to two quarts of fluid before you feel thirsty? Fluid made up of minerals and salts that can affect your performance.

That's why Gatorade® thirst quencher was invented: to help put back what you lose. Better than soft drinks, juices or water.

So next time you're really sweating it out, at sun-up or sun-down, before you feel dragged out and dry, help yourself to regular or Instant Gatorade®. The thirst quencher that helps your body run.

**GATORADE® GIVES YOUR BODY  
WHAT IT'S THIRSTY FOR.**

# Gatorade®





## Martin *continued*

early years—to his mother and upbringing during the Great Depression of the 1930's. "I was a WPA baby. You'd be cocky, too, if you went through it. That [being poor] embarrassed me, and I said I'd never have to feel like that again. My mother—bless her, she's an angel—stood in relief lines for food and clothes. She threw my real old man out when she was three months pregnant with me, and hasn't stopped battling since. He was a bum. He's come around a few times, but to me, my real father is the man she met when I was eight months old—Jack Downey.

"But my mom was great. She let me play sports until the sun went down, but she didn't want me to play baseball. She wanted me to drive trucks like my stepfather, and go to college, too, at Berkeley, which I never did. When I saw that 300 bucks in 1947, I was gone." He claps his hands loudly. "On the train to Idaho Falls.

"The first ground ball hit to me at third went through my legs. The next pitch was hit at me, about six inches foul, but I turned it anyway to second and it went back to first for the double play. From then on, I never trusted umpires. That's what I told these guys in spring training—'You can do it, take everything you can get.' So now they're taking it, and now *they* believe they can do it."

Mickey Morabito enters as Martin pulls his uniform on, and Billy once more shifts roles. As game time nears, he gets visibly tenser. But his voice softens unexpectedly as he hands a letter to Morabito. "Read this. It's from Diane Munson." He passes a note written on yellow floral stationery. "She's gonna go out on the field on Old Timers' Day in New York. I don't think that's good, do you, Mick? She says she doesn't want us to forget her now that Thurman's gone, but it's too soon, whadda ya think?" Martin's eyes seem to search his friend for support. "I'm gonna call her after the game and tell her."

Good baseball and Mom have the final say on this Mother's Day. The A's paste Toronto, 12-1, and Joan Downey, all 79 years and 85 pounds of her, talks proudly of her son from her post behind the A's dugout.

She is a salty lady, most definitely her son's mother, and her comments are often earthier than most media can take uncensored. "He was a good boy, and I get real mad when people say bad things. He bought me cars—five of 'em—and he's always giving me a thousand dollars. I never hit him, but I threw some pots once in a while," she says, cackling behind giant sunglasses. Her sweater is festooned with A's booster buttons and one shockingly unprintable badge. One sees where Martin gets his brass.

"I thank God he's back home," she *continued*



## THE PRICE IS CLASSIC, TOO.

In this throw-away culture of ours, there are still people who expect fine workmanship at a good price. And Sebago makes shoes for them.

The beefroll and D-ring styles above have Sebago's exclusive Patented Welt construction, durable leather uppers and long-wearing Neolite soles. Boys' sizes 1-6, about \$32. Men's sizes 6½-14, about \$40.

For more information write Sebago, Inc., Dept. #401, Westbrook, Me 04092

# SEBAGO

Westbrook, Maine 04092

Available in Greenwich, **Favorite Shoe Store**; Wellesley, **Bob Decter Shoes**; New Providence & Warren, **The Country Cobbler**; Milford, **Duane's Shoes**; Columbus, **Evans & Schwartz**; Fort Lauderdale, **Sterling's Men's & Boys' Wear**; Savannah, **Stewart's Shoes**; Wayzata, **The Foursome**; Grosse Pointe, **McCourt's Shoes**; Appleton, **Heckert's Shoes**; Syracuse, **Rochester Shoe Stores**; Omaha, **Lloyd's Shoes**; Kansas City, **Robinson's**.





Mike Warren, America's leading thoroughbred and sports handicapper, whose football Hotline, in its very first season, produced an unprecedented 81% winners! Here is Mike's 1979 IRS form to prove winning pays BIG!



Winning! That's all that matters. All the rest is just hot air!

And winning pays off—my IRS form proves it: TWO MILLION PLUS just from picking winners—at the track, in football, in basketball—it doesn't matter what sport.

Winning is what I do!  
NOT GAMBLING! WINNING!  
I'm not going to tout percentages—that's nonsense! I want to go straight to what's important—PICKING WINNERS!

And I picked a lot of winners last year!  
How many? My record speaks for itself! Count my winning picks just for the HOTLINE LAST YEAR

<b>SEPTEMBER 1</b>	Browns over Jets	WON!	'Hawks over Falcons	WON!	
	Chargers over 'Hawks	WON!		<b>WINNING WEEK!</b>	
	Pat. over Steelers	WON!			
	<b>WINNING WEEK!</b>		<b>NOVEMBER 4</b>	Falcons over Bucs	WON!
<b>SEPTEMBER 9</b>	Chargers over Raiders	WON!		Colts over Bengals	WON!
	Dolphins over 'Hawks	WON!		<b>WINNING WEEK!</b>	
	<b>WINNING WEEK!</b>		<b>NOVEMBER 11</b>	Lions (+) over Bucs	WON!
<b>SEPTEMBER 16</b>	Jets over Lions	WON!		Bears over Rams	WON!
	'Hawks over Raiders	WON!		Oilers over Raiders	WON!
	Pat. over Bengals	WON!		Bengals (+) over Chargers	WON!
	<b>WINNING WEEK!</b>			<b>WINNING WEEK!</b>	
<b>SEPTEMBER 23</b>	Pat. over Chargers	WON!	<b>NOVEMBER 18</b>	Bills over Packers	WON!
	Oilers over Bengals	WON!		49ers (+) over Broncos	WON!
	<b>WINNING WEEK!</b>			<b>WINNING WEEK!</b>	
<b>SEPTEMBER 30</b>	Saints over Giants	WON!	<b>NOVEMBER 25</b>	Bengals over Cardinals	WON!
	Chiefs (+) over 'Hawks	WON!		Colts (+) over Dolphins	WON!
	<b>WINNING WEEK!</b>			Browns over Steelers	WON!
<b>OCTOBER 7</b>	Rams over Saints	WON!		<b>WINNING WEEK!</b>	
	'Hawks over 49ers	WON!	<b>DECEMBER 2</b>	49ers (+) over Cardinals	WON!
	<b>WINNING WEEK!</b>			Redskins over Packers	WON!
<b>OCTOBER 14</b>	Raiders over Falcons	WON!		<b>WINNING WEEK!</b>	
			<b>DECEMBER 8-9</b>	Cowboys over Eagles	WON!
<b>OCTOBER 21</b>	'Hawks over Vikes	WON!		'Hawks (+) over Broncos	WON!
	Vikes over Bears	WON!		Redskins over Bengals	WON!
	<b>WINNING WEEK!</b>			<b>WINNING WEEK!</b>	
<b>OCTOBER 28</b>	Colts over Pat.	WON!	<b>DECEMBER 15</b>	Chargers over Broncos	WON!
	49ers (+) over Bears	WON!		Bengals over Browns	WON!
	Bengals over Eagles	WON!		Chiefs over Bucs	WON!
	Dolphins over Packers	WON!		'Hawks over Raiders	WON!
				Falcons over 49ers	WON!
				<b>WINNING WEEK!</b>	

### 15 WINNING WEEKS OUT OF 16!

And that long list of winners doesn't even include my COLLEGE GAME picks or weekly 24-page FOOTBALL FORECAST MAGAZINE selections—because that would run into pages!

Plus, we offered several specials during the year

# WANT TO MAKE \$2,000...\$5,000...\$10,000?

You name the figure...

## I'LL SHOW YOU HOW TO GET THERE!

"Winning at football is a piece of cake. I'll show you how to knock down the Las Vegas spread week after week and make just about as much money as you want."

and hit BIG for our customers with

- OUR LOCK OF THE YEAR—SOUTH CAROLINA 21 OVER WAKE FOREST—WON!
- OUR BIGGEST SERVICE OF ALL, A FOUR-TEAM PARLAY NO OTHER SERVICE EVER DARED TRY:  
ATLANTA OVER SAN DIEGO WON!  
CLEVELAND OVER HOUSTON WON!  
NEW YORK OVER BALTIMORE WON!  
BUFFALO (+) OVER DENVER WON!

That's the biggest winnings given by any service in any year in the history of football handicapping. My customers collected on four team parlays, three team parlays, two team parlays and straight plays!

WE BURIED THE LINE AND HAD 'EM CRYING IN VEGAS!

And, as you can see from just a partial list of our winners, we buried 'em all year!

Was last year a fluke?

No way! The year before, our Pro Hotline alone in its last seven weeks had twenty-six winners... and two years ago, our very first year of operation, our Hotline went an incredible 81 per cent against the line!

**IN JUST THREE SHORT YEARS MIKE WARREN'S FOOTBALL FORECAST IS NOW NUMBER ONE IN THE COUNTRY AND STILL GROWING BECAUSE WE CONCENTRATE ON WINNERS!**

Our subscribers are making all the money! AND SO CAN YOU!

Joining up with me is easy. Unlike some other services, I don't charge you an arm or a leg... and I give you a choice of services to suit your needs—no matter whether you are a high roller, a medium player or just a weekend dabbler. Size up these money-making services:

• **MY SUPER HOT HOTLINE**—The most sophisticated prognostication system in football. You'll learn how we pick winners. Our computer analyzes more than 40 factors that affect each game. (It's an offshoot of the system I've been using at the track that's made me a 60 per cent winner—in racing that's unheard of.) We're in daily contact with a nationwide network of stringers who give us their on-the-scene reports on every team. You'll also get invitations along with this to participate in our special Lock of the Year and Grand Slam four team parlays. You'll be covered for the full season—16 weeks of the NFL schedule plus 14 weeks of the College schedule for only \$100.

• **My Football FORECAST**—The best and most readable magazine in the handicapping field. Each weekly issue averages 24 pages, chock-filled with inside information, hot tips, the latest line for both College and Pro... weekend selections for both College and Pro... special offerings... post game analysis... and Winners! Winners! Winners! This is the service for those who like to go behind the scenes and learn what's really happening in the world of football away from the canned press releases and "only good" press released to the dailies. You'll get 17 issues, mailed to your home each week for just \$40—that's \$11 off the regular \$3 per copy newsstand price.

• **Plus**... if you come in as an early subscriber, I'll send you absolutely free my best selling book

**BEATING THE SPREAD**... filled with facts, statistics and insights on interpreting all the factors that go into winning a game and figuring when a team beats the pointspread.



**FREE!**

This is a new and updated version of the book that made the boys in Vegas quake and shake... and it will show you how to become a master handicapper picking winners, just like I do. It's priced to sell for \$20. But, it's yours FREE if you come in for this outstanding offer at this time.

Okay, are you ready?

**I'LL SHOW YOU WHAT TO BET. I'LL SHOW YOU HOW TO BET!**

**I WILL NOT LET YOU LOSE.**

Take another look at my list of winners. That's plenty—all against the spread, each one making money for my customers.

Have I made my point?

Okay, now all you have to do is figure out how much success you can stand this year... \$2,000... \$5,000... \$10,000... And I'll do the rest!

Just check and mail the coupon below today, and get ready to cash in when we kickoff this season!

### CLIP AND MAIL TODAY

**I'M SOLD, MIKE!** Your edge on Vegas is too good to turn down. Sign me up for the service checked below. And don't forget to rush me my FREE copy of "Beating the Spread" right away!

☐ Send me your **FOOTBALL FORECAST** for the full season. I understand that your newsletter covers both the NFL and college games, and that you'll mail each weekly issue first class so I'll have time to get in on the action. Fee: \$40.

☐ I want in on your late-breaking **HOTLINE** service—the hottest pre-game selection service in the country! I'm covered for your up-to-the-minute winning picks all season long! Fee: \$100.

☐ **COMBINATION SPECIAL OFFER!** I want it all! Count me in as a **FOOTBALL FORECAST** and **HOTLINE** subscriber for the full season. I'll pocket savings, too, when I take 'em both. Fee: \$125.

☐ Enclosed is my check ☐ Bill my credit card

☐ Visa/BankAmericard ☐ MasterCard

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Interbank No. \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

make checks payable to: Mike Warren Sports, 23-25 Walker Ave., Baltimore, MD 21208 218

**For faster service on credit card orders  
Call TOLL FREE-800-638-3126**



## Martin *continued*

says. "After the game we go back home to Berkeley—the same house Billy grew up in—and I'm cooking enchiladas for the whole family: five kids, eight grandchildren, three great grandchildren . . . nobody sees him with us. I guess if it's not dirt, nobody wants to know about it. Aw, the hell with it." She waves a green Oakland pennant fiercely. "Get 'em, A's!"

About a week later, the team still in contention for first place, the inevitable happens. While Charlie Finley has sprung for a few bucks to liven up the park and showcase the talent—to raise the price of the franchise, claim many—he won't buy his manager a righthanded hitter. Bad Billy makes a nasty appearance shortly after Mattick's revenge in Toronto, where the A's are bombed, 12-1. "You know what Finley is doing? He's waiting for us to do good, and when we do he'll take all the bows. We need a damned righthanded bat now," Martin snaps after the game. "I dealt with owners like that before. I didn't take it there, and I won't here. If that happens, so long, Billy."

Finley is unavailable for comment, as always; the A's are peevish, and Martin and pitching coach Art Fowler are even more cranked up after hearing they've been chosen to guide an All-Flake Team named by Dodger Jay Johnstone, a prime member of his own kooky contingent.

"Look at that crap," Martin sneers. "If that's journalism, I'm a Chinese aviator." His pal Art Fowler is more direct. "The s.o.b. was 25 years old," says Fowler, "before he learned to wave bye-bye."

The A's finally pick up the stick they want, Randy Lee Elliott, a bargain-basement purchase from their Pacific Coast League farm team. But they don't settle cheaply on the field, as the blitz goes on. They steal a 6-3 game from Kansas City, a victory triggered by A's runner Jeff Newman's faking a fall between first and second, getting hung up long enough to permit—who else?—Wayne Gross to steal home for the second time this year.

Winning pitcher Rick Langford smiles broadly over a beer, explaining how he has varied his pitching pattern at Martin and Fowler's suggestion. "Ah, how long have I waited to be on a club like this. It's almost a criminal joy. There is"—he winks—"no set pattern to our madness. We are everywhere."

Relaxing in his office, a subdued Martin snaps in mock anger at a reporter who conveys Langford's remarks: "No set pattern? If you believe that, you sure as hell don't know your baseball." Then Good Billy leans back, shaking his sweaty head in quiet laughter. "But maybe there isn't a set pattern. It's like life—maybe there is and maybe there isn't." □

Photomicrographs of the three major types of fungus that cause athlete's foot.

1. *T. mentagrophytes*

2. *E. floccosum*

3. *T. rubrum*

# DESENEX® DESTROYS ALL THREE MAJOR CAUSES OF ATHLETE'S FOOT.

It's a medical fact. Athlete's foot can be caused by not just one—not just two—but three major types of fungus. Without proper treatment, they can grow unchecked—make itching, burning discomfort more and more severe.

Don't take chances. Desenex® is effective against all three types of fungus. No matter which one you have, Desenex can stop its growth and help wipe it out.

Desenex does more than relieve itching and burning. It's so effective it destroys all three types of athlete's foot fungus.

Get Desenex now.

Read and follow label directions.





# Rich Lights

from Viceroy



The rich low 'tar.'

There's never been a low 'tar' with richer taste.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings, 9 mg. "tar", 0.7 mg. nicotine; 100's, 10 mg. "tar",  
0.8 mg. nicotine av. per cigarette, FTC Report Jan. '80.





At left, Adolf Hitler is led into Olympic Stadium by the mayor of Berlin. Jesse Owens (below) salutes the American flag at the awards ceremony for the broad jump as his German rival gives the Nazi salute.

# The Man Who Put Hitler Down

*The Reichführer saw the 1936 Olympics as a showcase for Aryan supremacy. But Jesse Owens had different plans.*

by JERRY BRONDFIELD



The mastermind of the "master race," Chancellor Adolf Hitler of Germany, oversaw the lockstep precision of the 1936 Olympic Games' opening ceremony from his private box in Berlin's magnificent, new 100,000-seat stadium. All had gone as planned, except one detail—the Americans, following custom, did not dip their flag in a salute to the Nazi leader. Hitler did not betray any emotion. He just held his face in a tiny, frozen smile.

Then, as now, politics cast a shadow over the Olympics. In the Olympic Village's Bautzen Haus, Jesse Owens sprawled on his bed, arms locked behind his head. The motion was graceful, fluid, the lithe muscles of his marvelous 5-foot-11, 165-pound body rippling under his blue shirt. I was seated across from him. "Mr. Hitler must have been surprised, not having our flag dipped for him," I said.

"It won't be his last surprise," he said. Then he gave me a sidelong glance and I knew what he meant. Owens was part of what the Nazi press had already referred to as America's "Black Auxiliaries." The Nazis didn't know where the blacks had

come from: were they Americans or mercenaries on an Olympic mission?

I was possibly the youngest sports correspondent at the Games, having just graduated from Ohio State University. Owens and I became good friends at State; I covered his collegiate career as sports editor of the college newspaper. As the Olympics approached, I had scrounged some free-lance assignments from a few papers and was off to Germany.

In 1936, the most dramatic focus in Berlin was on the "Buckeye Bullet," Jesse Owens. Owens's fame exploded across the world on May 25, 1935, when he set world records in the long jump, 220-yard dash and 220-yard low hurdles (his times in the latter two also setting records for the 200 meters and the 200-meter low hurdles) and tied one in the 100-yard dash for a total of six world records in 45 minutes at the Big Ten Championships in Ann Arbor, Mich. So when he arrived in Berlin the next summer, the world—and the Nazis—knew what to expect from Jesse Owens.

The 100-meter trials were on the first day of the Games, August 2. I remember

the gray skies, with a threat of rain, and a crowd of more than 100,000 people focusing on the starting area of the stadium's bright-red cinder track. Jesse Owens breezed through his heat and that afternoon won his quarterfinal by a good five yards. He breezed to victory again in the semifinals the next day.

On August 3, as the finalists took their marks, Adolf Hitler was still blindly confident that his bull-shouldered Aryan sprinter, Erich Borchmeyer, would nip Owens at the tape. Hitler was in his private box just below us in the huge press-box. He knew we were looking down at him and once in a while he'd turn, favor us with a small, cold smile and flip his fingers in a jerky wave. Many American writers waved back and silently mouthed: "Hello, you sonofabitch!"

Jesse exploded out of his holes and whipped the field in 10.3 seconds to equal the world and Olympic record. There wasn't the hint of a smile on Hitler's face as Owens accepted the gold medal.

Qualifying trials for the broad jump were held early the next morning. The required distance was 23 feet 5 inches,

*continued*



**Skinny. Self-conscious.  
Gain pounds, inches,  
confidence.**

Too skinny because you don't eat right? Wate-On's calories can help fill-out, shape your entire body. Vitamins, minerals, energy nutrients, too. Wate-On works, pleasantly and naturally. Users report gains of 5-10-15 pounds and more. Wate-On, at drug stores, Liquid, tablets, bars, tonic. Regular and Super strengths.

**Shape a new  
you.**

**Wate-On®**



**SELF-DEFENSE**  
**KUNG-FU • KARATE**  
Learn unbeatable fighting power  
**BLACK BELT INSTRUCTORS**  
**NEW HOME STUDY COURSE**  
CERTIFICATE AWARDED  
For details write: **NEW ORIENT KARATE SCHOOL**  
Dept. 4H, Box 5, Avon, N.J. 07717

**NFL GIFT CATALOG**  
We specialize in Pro Football gifts.  
• All 28 NFL teams available.  
• If you're a Pro Football fan  
you'll want this beautiful catalog.  
Send \$1.00 postage & handling.  
**PRO TEAM CORNER (S-80)**  
3600 N. Main St., Rockford, IL 61103  
Phone: (815) 877-4002

**SAND KICKED in your FACE?  
Get an ATLAS BODY!**

**In 7 days** DYNAMIC-TENSION starts giving results you can feel and your friends will notice. Big, useful muscles. Gain weight, if needed. Lose "pot belly." Send name and address for 32-page book—**FREE.**

**CHARLES ATLAS** 49 West  
23rd St., N.Y., N.Y. 10010 Dept. W167



Give money.  
Even more, give  
understanding.

**United  
Cerebral Palsy**

*Jesse objected to the 400-meter relay lineup.  
'Sammy and Marty deserve a crack,' he said.*



Rivals Jesse Owens and Lutz Long are all smiles during a break. Long was Hitler's broad-jump hope.

a mere nothing for Owens. Now, as was customary in America, Owens was still in his sweats as he paced down the runway, striding right through the take-off board and leaping into the pit. An official waved his red foul flag. It had been declared an illegal try!

Upset, Owens took off his sweats for his first real effort. Through my glasses I thought I saw him hit the take-off board cleanly. But again a red flag signaled a foul. Jesse had one jump left to qualify. Maybe an official was euchring Jesse out of the broad-jump competition.

Then I saw Lutz Long, the German jumper, talking earnestly to Owens, gesturing toward the head of the take-off. Long suggested Jesse move his start back six inches to protect against fouling out. Jesse did so and easily qualified.

In the finals that afternoon, Long's second jump tied Jesse at just under 26 feet and German fans were going bonkers. We saw Hitler hunch forward expectantly. Through my binoculars I watched Jesse charge for his final effort. He hit the take-off board with inches to spare and flew to a new Olympic mark of 26-5<sup>11</sup>/<sub>16</sub>.

From our vantage point we could only see Adolf Hitler's back. But from people who were below him, looking up, it was reported that his mouth was a tight slit and his face almost black with rage.

The 200-meter trials were held the same day as the broad jump—August 4—and Owens, shuttling back and forth between the events, had to conserve his strength. In the trials and quarterfinals he was content to qualify. The next day in the finals Jesse moved confidently to the mark, rocketed out of his holes, streaked tightly around the single curve and broke the tape in 20.7 seconds, demolishing the world record on his way to his third gold medal. Hitler's thoughts on Aryan invincibility were not recorded.

The day before the 4 × 100-meter relay

was to be run the U.S. coaches had apparently decided to use Foy Draper, Frank Wykoff, Sam Stoller and Marty Glickman. "I already have three golds," Jesse told me. "Sammy and Marty deserve a crack."

But Stoller and Glickman were Jewish and there was behind-the-scenes whispering that the U.S. Olympic chief, Avery Brundage, was considering doing Adolf Hitler a favor by not allowing Stoller and Glickman to compete against his Aryans.

The next day, August 7, Lawson Robertson, head Olympic coach, made the terse announcement that Owens and Ralph Metcalfe would replace Stoller and Glickman. There were rumors that the Germans had built a streaking foursome in secret practices, so Robertson said the Yanks would take no chances and would run their strongest quartet. No matter that Stoller and Glickman were probably the smoothest baton passers and as fast as Draper and Wykoff.

In the finals on August 9, Owens, the leadoff, flowed silky-smooth off the curve and gave Metcalfe a five-yard lead. Foy Draper increased it to 11 yards and Frank Wykoff galloped home by 15 yards for a world mark of 39.8. On the victory stand Jesse received his fourth gold medal. Adolf Hitler, though, didn't see any of the ceremony. He had left the stadium.

I only saw Jesse three or four times after that in the next 40 years or so—the last time in October 1979 at an alumni dinner at Ohio State. I told him how marvelous he looked.

Three months later, I heard he was in the hospital in Arizona. When Jesse Owens died of lung cancer last March 31, his death rekindled some of the most dramatic moments of my life. He was truly the track athlete of the century. No one will see anything like him at the 1980 Olympics—or at any future Games. He was one helluva guy. □





## CRUSH IS RUNNING A SWEEPSTAKES YOU'LL NEVER FORGET. WIN OVER \$100,000 IN PRIZES.

**Grand Prize 1980 Datsun 280-ZX**—The ultimate sports car in the world thrills you to pure performance in the lap of luxury. Everything from the electronic fuel injection, 5-speed stick and 4 wheel power discs to reclining bucket seats, 4 speaker stereo, cruise control and computer sensor system make this the most awesome Z-car in history.

**15 First Prizes H. H. Scott Hi Fidelity Component System**—consisting of 380R 85 watt AM/FM Stereo Receiver, PS18 Belt-Drive Turntable and 3-Way 12" Controlled Impedance Loudspeakers.

**40 Second Prizes World Book Encyclopedia**—For the entire family, it's a learning experience...World Book's 22-volume encyclopedia, in the luxurious Classical binding. It's easy to use...easy to read...and easy to understand. For information about World Book write: World Book-Childcraft International, Inc., Merchandise Mart Plaza, Chicago, Ill. 60654.

**100 Third Prizes Pentax Binoculars**—Action optics from Pentax, the binoculars for the adventures of your life.

**91 Fourth Prizes Airlite by Earhart**—Two piece set of casual zipper luggage, in saddle or blue, including 22" carry-on and 24" junior pullman. Nest for convenient storage. Exciting Earhart styling.

**1300 Orange Crush Sports Jerseys**—an outstanding Orange Crush Jersey in shrink-resistant poly/cotton with an attractive Crush trademark on the front and raglan sleeves sporting three orange stripes on white.

### OFFICIAL RULES

1. To enter, print your name, address, zip code and telephone number on an official entry blank or a 3 1/2" x 5" card. Entry blanks must be completed in full to be valid. Each entry must be accompanied by a separate 3 1/2" x 5" card with the name CRUSH or any one of the other prize manufacturers names clearly printed.
2. Mail your entry to: Orange CRUSH Sweepstakes, P.O. Box 6424, Garnerville, N.Y. 10923. Entries must be postmarked on or before August 31, 1980 and received by September 10, 1980. Enter as often as you like, however, each entry must be mailed separately. No household may win more than one prize.
3. NO PURCHASE NECESSARY. ALL PRIZES WILL BE AWARDED. Prizes are non-transferable and non-redeemable for cash. No substitution of prizes is permitted. One (1) Grand Prize: A Datsun 280-ZX (retail value \$12,000). Fifteen (15) First Prizes: H. H. Scott Hi Fidelity Component Systems (retail value \$1,350 each). Forty (40) Second Prizes: World Book Encyclopedia Sets (retail value \$500 each). One Hundred (100) Third Prizes: Pentax Binoculars (retail value \$190 each). Ninety-one (91) Fourth Prizes: Airlite Luggage by Earhart (retail value \$109 each). Thirteen Hundred (1,300) Fifth Prizes: Orange CRUSH Sports Jerseys (retail value \$8.00 each).
4. Winners will be randomly selected from all entries received by TRG Communications, Inc., an independent organization, whose decision will be final. Winners will be selected by September 25, 1980 and will be notified by mail. Prizes must

be claimed within 30 days of notification or winner is subject to forfeiture, in which case a substitute winner will be selected.

5. The sweepstakes is open to all residents of the United States except employees and their immediate families of Crush International Inc., its affiliated companies, its advertising agencies and TRG Communications, Inc. The sweepstakes is void where prohibited by law.
6. ALL FEDERAL, STATE, AND LOCAL TAXES ON PRIZES, IF ANY, ARE THE RESPONSIBILITY OF THE INDIVIDUAL WINNERS. Winners may be required to execute a release. The Grand Prize Winner of the car is also responsible for the appropriate sales and use tax, dealer registration tax and any other taxes or fees applicable on this prize. If the winner is not a licensed driver he/she must sign a release and transfer title to a designated licensed driver.
7. The odds of winning will be determined by the number of entries received. A list of winners can be obtained by sending a stamped, self-addressed envelope to: CRUSH Winners List, c/o TRG Communications, Inc., 1140 Avenue of the Americas, New York, N.Y. 10036.
8. Each winning entrant grants to Crush International Inc. without limitation the right to use their name and likeness for any advertising and promotion purposes.

Send to: ORANGE CRUSH SWEEPSTAKES,  
P.O. Box 6424, Garnerville, N.Y. 10923.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_





# THIS IS THE ARMY

**"THE ARMY'S GIVEN ME  
A LOT OF RESPONSIBILITY.  
AND A LOT OF  
PRIDE IN MYSELF."**

Spec. 4 Steven Higby, Ft. Sill, Oklahoma

The Army can really make you feel good about yourself. Some-



times, it's a medal you get. Most of the time, it's the pride you earn. The pride that comes from doing a really worthwhile job the best you know how.

## **CHALLENGE**

In the Army, you find out just how good you are. You learn by doing. You get rigorous hands-on training on some of the most sophisticated equipment in the world. And you quickly become skilled at what you do. And confident in who you are.

## **PAY AND BENEFITS**

There are monetary rewards, too. Starting pay is now up to \$448.80 a month, before deductions. Bonuses for certain four-

year enlistments go up to \$3000. Plus you can get educational benefits and earn up to 30 days paid vacation a year.

## **FREE TIME**

Though you're a soldier 24 hours a day, you will get time off. Most Army posts have a wide variety of sports and entertainment facilities. And a major city is usually within a hour's drive.

## **PEOPLE**

There's no military hardware to replace the human heart, no computer to out-think the mind. We need people. We are people.



So share the pride that comes from serving your country. Contact your local Army Representative. Look in the Yellow Pages under "Recruiting"



**JOIN THE PEOPLE  
WHO'VE JOINED THE ARMY.  
800-421-4422**

In California, call 800-252-0011; Alaska, Hawaii and Puerto Rico, 800-423-2769



# Cooperstown Takes Two

## Crowning the Dodgers' Duke. . .

by ROGER KAHN

The Duke of Cooperstown, though somewhat rushed, was warm and open. He had done his daily stint, broadcasting a Montreal Expos game out of Shea Stadium, and now he was on his way to Manhattan's Mark Hellinger Theater to watch his friend, Mickey Rooney, star in *Sugar Babies*. It had been a very good year for both. Rooney came back from nowhere to play Broadway. At 53, The Duke—Edwin Donald Snider—won election to the Baseball Hall of Fame.

"Shoot questions at me," Snider said in the Expos' hotel, "and if we need more time later, I'll make time."

"It's 16 years since you last played," I said. "A generation has never seen you. What would you like young people to know about Duke Snider, Hall-of-Famer?"

Snider's moon face grew serious. "We need more time right now," he said. "Nobody has asked me that before." His hair is gray. It was gray 25 years ago. As far as I know, it has always been gray, except for a stretch when Snider did commercials for a hair-darkener. "Two things," he said after a thoughtful pause. "That I was a complete ballplayer, that I could run and catch the ball and hit and throw. More important, that I really worked. I'd like the kids to know how hard I worked before I felt like a big leaguer myself."

The answer would have startled anyone who watched Snider play his graceful centerfield in Brooklyn. He seemed a natural. He could hit a ball 500 feet and glove prodigious wallops with acrobatic leaps. "His swing is perfect," pronounced the sage, Branch Rickey, "and this young man doesn't run on mere legs. Why, under him are two steel springs!"

Writers typed to Rickey's tune and before Snider reached Ebbets Field in 1947, as an unfinished California kid, fans were expecting the second coming of DiMaggio. In his first two brief terms at Brooklyn, Snider struck out almost as often as he hit safely. "The problem," Rickey conceded during an attack of candor, "is that the young man has no idea of what comprises the strike zone."

Still, in 1949, Duke put a year together. Not a super, DiMaggio-style season, but a good one: 23 homers and a batting average of .292. The Duke was a big bat, an important bat, until October. Then, as the Yankees won the World Series, four games to one, he found disaster. Facing such Yankee pros as Allie Reynolds and

Vic Raschi, Snider struck out eight times. The perfect swing stirred only autumn air.

As he recalled, "My strikeouts tied me with Rogers Hornsby for a negative record in a five-game Series, so I told people I was in good company. But I didn't feel I was a big leaguer. I wasn't sure."

The next spring, as in certain springs before, Rickey ordered Snider to spend hours in a batting cage. He was to take his stance, cock his bat and watch the ball. Not swing. Just watch. Then he had to call pitches balls or strikes. His calls were often wrong. Rickey glowered. Pressure.

Then Rickey would make Snider swing for hours until his palms were red and blistered. Duke swung and studied and worried and a few hundred miles away



Duke Snider (above) lit up summers in Flatbush for loyal Dodgers fans. Now The Duke (left) entertains as a broadcaster for the Montreal Expos ballclub.

Stan Musial was saying this Dodger kid Snider ought to take the batting championship away from him. More pressure.

He had a good year (.321) and an off year (.277). Oh, he was good all right, but fans and writers and people in the front office said he ought to be better. "Why the hell do I have to hit .335?" Snider had asked in frustration. "What's wrong with hitting .280?"

In August 1952, he was batting .280 one Sunday when he struck out several times. Then a short fly ball fell at his feet. The next day, the Dodgers called newspapers with the report that Snider was "benched for an indefinite period."

I had been covering the team for the New York *Herald Tribune*. When I flew to Cincinnati for a Tuesday night game, I found The Duke in the visitors' dugout, alone, forlorn. "Psst," he said, furtive as a spy. "Can you come here?"

He mentioned the names of two writers. "It probably won't do any good," he said, "but if either of them comes on the field, I'm going to punch him in the mouth." One had described Snider as "a crybaby." Another had forecast a 25 percent pay cut. After Beverly Snider read

the stories, she called the Duke in tears.

Snider punched no one. Three days later, he was reinserted in the starting lineup, after which he hit .400 for six weeks. That October, against the same fine Yankee pitching that had humiliated him three years earlier, he batted .345 and hit four home runs. That tied a positive Series record, set by Babe Ruth. "When I did that," Snider remembered with a smile, "I knew I was really a big leaguer for the first time."

We were about the same age during those difficult years, and some nights we'd lift glasses together and share gripes. "You know," he said one evening in a dark Milwaukee pub called Holiday House, "if it wasn't for the money, I'd be just as happy if I never played another game of baseball again."

"I won't write that."

"Write it if you want."

"The two of us can write it as a magazine piece," I said, "and share some cash."

Snider's complaints were reasonable: insensitive management, relentless travel, hostile fans, inaccurate and sometimes vitriolic reporting. "You know," he said (and I wrote in *Colliers*), "it isn't just these things, or any of the other reasons by themselves, but when they all come at you at the same time, when you get off a train after a couple of hours sleep and a manager snipes at you before the game and the fans during the game and the writers after it, you begin to wonder about baseball as a trade."

Wonder about baseball as a trade? In the somnolent 1950's? You might have thought we'd nominated Mao Tse Tung for President.

The press denounced us jointly and separately. According to a consensus of columnists, Snider was an ingrate. (Duke mentioned that he was grossing \$50,000 a year, which particularly upset certain journalists who earned less.) Another version was that I'd invented the story and suckered Snider into going along with it. Reread now, the piece, called "I Play Baseball for Money—Not Fun," is almost Sunday school stuff. "But this is negative publicity," Walter O'Malley said. "Negative. One thing baseball and the Dodgers do not need is negative publicity."

Reminiscing with me, Snider said, "I always spoke what was on my mind. I still do. Take the Hall of Fame. The selectors ought to study more, go beyond the numbers, the statistics. They should take into account the kind of person they're considering. Not just how he hit, but how he worked with his teammates, what he did in the clubhouse. If the selectors studied

*continued*



## Honors List *continued*

harder, there is no way they could pass up Pee Wee Reese."

"Anything you'd especially like to see in your Hall of Fame piece?"

Duke grinned. "This time," he said, "come up with something positive."

That, of course, is for ballclub press releases. I wanted something positive, but typical, and suddenly I remembered one of those wonderful Series games the Dodgers played against the Yankees at the Stadium in the 1950's. The Duke homered and then won it, 6-5, for his roommate, Carl Erskine, with a long double to right in the 11th inning. But first he saved the game with a steel-springs catch.

## ...and the Tigers' No. 6

by JOE FALLS

The toes. Nobody ever noticed the toes. They were gnarled and they were twisted. They looked like they had been caught in a cement mixer.

Al Kaline never talked about them. He simply took off his spikes and socks, slipped on sandals and shuffled to the shower.

For 22 years, two of those toes never touched the ground in a major league baseball game. You wondered how he was able to walk properly, much less play this game on a day-in, day-out basis. Sometimes he limped as if there were a stone in his shoe. Sometimes he couldn't put on the shoe. Sometimes, in that final leap for the bag at first, his body would collapse under him from the pain.

He had suffered the affliction since childhood, a result of bone-crippling osteomyelitis, but you never heard a complaint from No. 6 on the Detroit Tigers.

That was not his way. He would say nothing about himself—unless asked. He would sit there with a side so sore he could hardly catch his breath, but he would never ask to come out of the lineup. If the manager didn't know he was hurting, that was the manager's fault. No way was he going into his office to tell him.

False pride?

Perhaps. But also a pride that carried a skinny kid from the sandlots of Baltimore into the Hall of Fame in Cooperstown.

How often did you hear somebody say: "Boy, Kaline makes it look easy."

It was never easy for him. He had the swing—some people called it a "classic swing"—and his coordination was faultless. But he never had overpowering strength. Nor, with those toes, great speed. Thus only a handful of his 3,007 hits could have been called "cheap".

A mind, he had. Few outfielders concentrated as sharply. A reporter said to him once, "How come you're always

You never knew how well Snider went back for a drive in Ebbets Field simply because the Brooklyn centerfield was shallow. Now, in a tie game, Yogi Berra lined a pitch deep into right center at Yankee Stadium. Snider fled and leaped and caught the ball and held it, though he somersaulted hard.

After listening to praise later, Snider remarked, "That wasn't really a great catch. Actually, I choked. I had to leap because I was kind of shying from the wall. I didn't realize it was 10 feet behind me. Without the choke, I could have caught the ball in stride."

So there it is. Ability. Honesty. The winning hit. And a "choking" catch that would do any centerfielder proud. □



Above, Al Kaline in 1955 when he hit .340 to become batting champ as a 20-year-old Detroit Tiger. Today (left) he is still a Tiger—as a commentator.

making shoestring catches in Cleveland?"

Kaline looked up and smiled.

"So you've noticed?" he said. "It's the size of the ballpark. I can't hear the crack of the bat. I like to go at the moment of contact, but in Cleveland I have to wait until I see the ball leave the bat."

He studied batters and pitchers day after day, season after season. He played with bruised muscles, broken arms, shattered face bones and those awful-looking toes which made him look like a pigeon.

He did not hit the ball off light towers or over rooftops, but he did hit 399 home runs in his 2,834 games. More often, he'd just single to right, sending the go-ahead run around to third.

In the field, the basket-catch or flashy one-handed grab was not in his repertoire. He simply went into the corner, fielded the carom and fired the ball into second base, holding the runner at first.

They never hung out any banners for him in Detroit. The railing of the upper deck was always covered with signs: "Stormin' Norman"; "Denny, We Love You"; "Mickey, You're the Greatest."

Now, they will present him with a plaque. They will pose him with "The Duke." He will make a nice speech because he is a nice man.

Few will notice the faint trace of a limp when he steps down from the podium. □

## Coming Up in SPORT

The Year of the College Quarterback will be featured in SPORT as we preview the 1980 season with an in-depth look at America's Top 20 teams and best quarterbacks. We will profile Earl Jones, the high school basketball phenom, who is expected to make the University of D.C. a national power. As the baseball pennant races heat up, Tommy John takes time out to talk about his downs with the Dodgers, his ups with the Yankees and a pitcher's ultimate deterrent, the purpose pitch. To get you prepared for the U.S. Open Tennis Championships, SPORT will present a colorful photo essay painting the vibrant beauty of this classic. Looking ahead to the fall, fashion expert Max Evans offers a first look at What the Active Sportsman Will Be Wearing. All this and more coming up in SPORT. Look for the September issue on sale August 15.



John

Borg

Schlichter

## SPORT QUIZ

Answers from page 76

1—c. 2—a. Wills/Elliott. b. Rivers/John. c. Staub/Daniel. d. McBride/Arnold. 3—c. 4—False. Ruth won the American League batting title in 1924 while hitting .378. 5—c. 6—b. 7—True. 8—Rusty Staub with Houston and Montreal. 9—Mike Marshall. 10—c. 11—b. 12—True. 13—George Brett. 14—d. 15—False. Braves Aaron. Mathews. Covington and Adcock hit 109 in 1957. 16—b. 17—c. 18—Kareem Abdul-Jabbar (UCLA, 1967-69). Earvin Johnson (Michigan State, 1979). Jamaal Wilkes (UCLA, 1972-73) and Butch Lee (Marquette, 1977). 19—b. 20—Walter Hagen.

## Picture Credits

5—Dorothy Affa (bottom). 6—Bill Smith (left). Mitchell B. Reibel (right). 9—Peter Paul Porges. 10—Media Photo Group, Inc. 13—Peter Paul Porges. 14—Paul Kennedy. 20—Tony Tomasic (top left). Carl Skalak Jr. (bottom left). Paul Jasienski (bottom right). 20-21—Tony Tomasic. 21—Fred Kaplan (left). George Gokovich (right). 24—Scott Cunningham. 25—Manny Rubio. 35—Tony Tomasic. 36—Manny Rubio. 38, 41—Frank Beccera. 42—Dan Biliotti. 44, 47, 49—Frank Beccera. 51—Diane Johnson. 52-53—Chuck Muhlstock/Focus on Sports. 53—Insets: from top: (left to right) Dan Helms (3), Chuck Muhlstock/Focus on Sports, Steve Sutton/Duomo, Royden Hobson. 57—Tony Duffy/Duomo. Insets: from top: (left to right) Carl Skalak Jr., Chuck Muhlstock/Focus on Sports, Carl Skalak Jr., Paul Sutton/Duomo. 58—Paul Sutton/Duomo. Insets: from top: (left to right) Royden Hobson (2), Mary Ann Carter/Focus on Sports, Royden Hobson, Paul Sutton/Duomo. 60—Fred Kaplan (top). George Olson (left, center and right bottom). 69—UPI (left), Wide World (right). 70—UPI. 73—Denis Brodeur/Montreal Expos (left), UPI (right). 74—UPI (middle left and middle right). Peter Travers (center), Malcolm Emmons (far right). 76—George Gokovich (top left), Vernon J. Biever (top center), Peter Travers (top right), UPI (bottom). 78—Wide World.



# Specially Offered From SPORT

## The Classic SPORT Glove

Perfed finger vents  
No-slip welting  
Quality tanned grain

Get into the competition with these racing favorites. All-weather, all-occasion classics, these gloves are made of the finest cabretta sheepskin leather, so they're butter-soft to the touch. They're handsome, yet rugged, sporting perfed finger vents so your hands won't slip, welting on palms to insure a tight grip at the wheel. Elasticized wrists, with easy-snap closures, gives a good, snug fit every time you wear them. The scoop back gives your fingers and hands plenty of room to move, lots of play to flex. Fingers and hand seams expertly stitched for excellent fit and sports-minded durability. Wrists and scoop back whip-stitched for style, made to last. Designed for SPORT by Gates Gloves, America's oldest and largest manufacturer of men's fine leather gloves. Tan, Redwood, Black. Sizes: S, M, L.

**Smartly styled...butter-soft leather...snap-close for snug fit...sports-minded durability.**

### CLASSIC SPORT GLOVES

**SPORT, Dept. 153 1419 West Fifth Street,  
Wilton, Iowa 52778**

Yes, please send me \_\_\_\_\_ pairs of Classic Sport Gloves, at \$24.95 a pair (including postage & handling), in the colors, sizes, and quantities indicated below.

☐ Black ☐ Tan ☐ Redwood

☐ S (7½ - 8) ☐ M (8½ - 9) ☐ L (9½ - 10)

I've enclosed my payment in the total amount of \$\_\_\_\_\_.

(New York and Iowa residents please add applicable sales tax)

☐ Check ☐ Money Order ☐ Master Charge ☐ Visa ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



# Sport Quiz

## Grade Yourself

18-20 Excellent

15-17 Very Good

12-14 Fair

1. He holds the major league record for most home runs in a month (August) with 18 round-trippers.

- a. Mike Schmidt
- b. Mickey Mantle
- c. Rudy York
- d. Norm Cash

2. Match these players with their real names.

- |                  |           |
|------------------|-----------|
| a. Bump Wills    | a. John   |
| b. Mickey Rivers | b. Arnold |
| c. Rusty Staub   | c. Elliot |
| d. Bake McBride  | d. Daniel |

3. The record for the most points compiled in an Olympic decathlon, 8,618, is held by:

- a. Bill Toomey
- b. Jim Thorpe
- c. Bruce Jenner
- d. Rafer Johnson

4. True or False. Babe Ruth, with a lifetime batting average of .342, never won an American League batting title.

5. He holds the record for most points scored in an NFL season (176).

- a. Lou Groza
- b. George Blanda
- c. Paul Hornung
- d. Jim Brown

6. He holds the record for most points scored in an NFL game (40).

- a. Gale Sayers
- b. Ernie Nevers
- c. Don Hutson
- d. Bob Waterfield

7. True or False. Earvin (Magic) Johnson is the first rookie to win SPORT Magazine's NBA Playoff MVP Award.

8. What current American League player holds the club record for highest batting average on two National League teams?

9. Mike Marshall set an American League record for appearances by a pitcher in 1979 with 90. Who holds the National League record at 106?

10. Who did *not* drive in 100 or more runs in 1979?

- a. Don Baylor
- b. Steve Garvey
- c. Dave Parker
- d. Buddy Bell

11. He scored a touchdown in 18 consecutive games to set an NFL record.



a. Lenny Moore



b. O. J. Simpson



c. Lydell Mitchell

12. True or False. Three National League players (Joe Morgan, Lou Brock and Cesar Cedeno) have hit 20 or more home runs and stolen 50 or more bases in a season. This has never been accomplished in the American League.

13. Before 1979, only five players had ever hit 20 or more doubles, triples and home runs in one season. Which American League standout did this in 1979?

14. Which player did *not* win a home run title while batting under .250?

- a. Harmon Killebrew
- b. Ralph Kiner

- c. Gorman Thomas
- d. Roger Maris

15. True or False. Hank Aaron, Eddie Mathews, Wes Covington and Joe Adcock hit more home runs for a Milwaukee team in 1957 than Gorman Thomas, Sixto Lezcano, Ben Oglivie and Cecil Cooper did in 1979 (126).

16. He set records in six different events in one day:

- a. Bob Mathias
- b. Jesse Owens
- c. Bruce Jenner

17. Since 1960, when Charlie Finley bought the Kansas City Athletics, he has employed 16 managers. Which of the following never managed for Finley?

- a. Luke Appling
- b. Haywood Sullivan
- c. Harry Craft

18. Four members of the 1980 NBA champion Los Angeles Lakers have played on an NCAA champion team. Can you name them?

19. Who is the leading American-born scorer in NASL history?

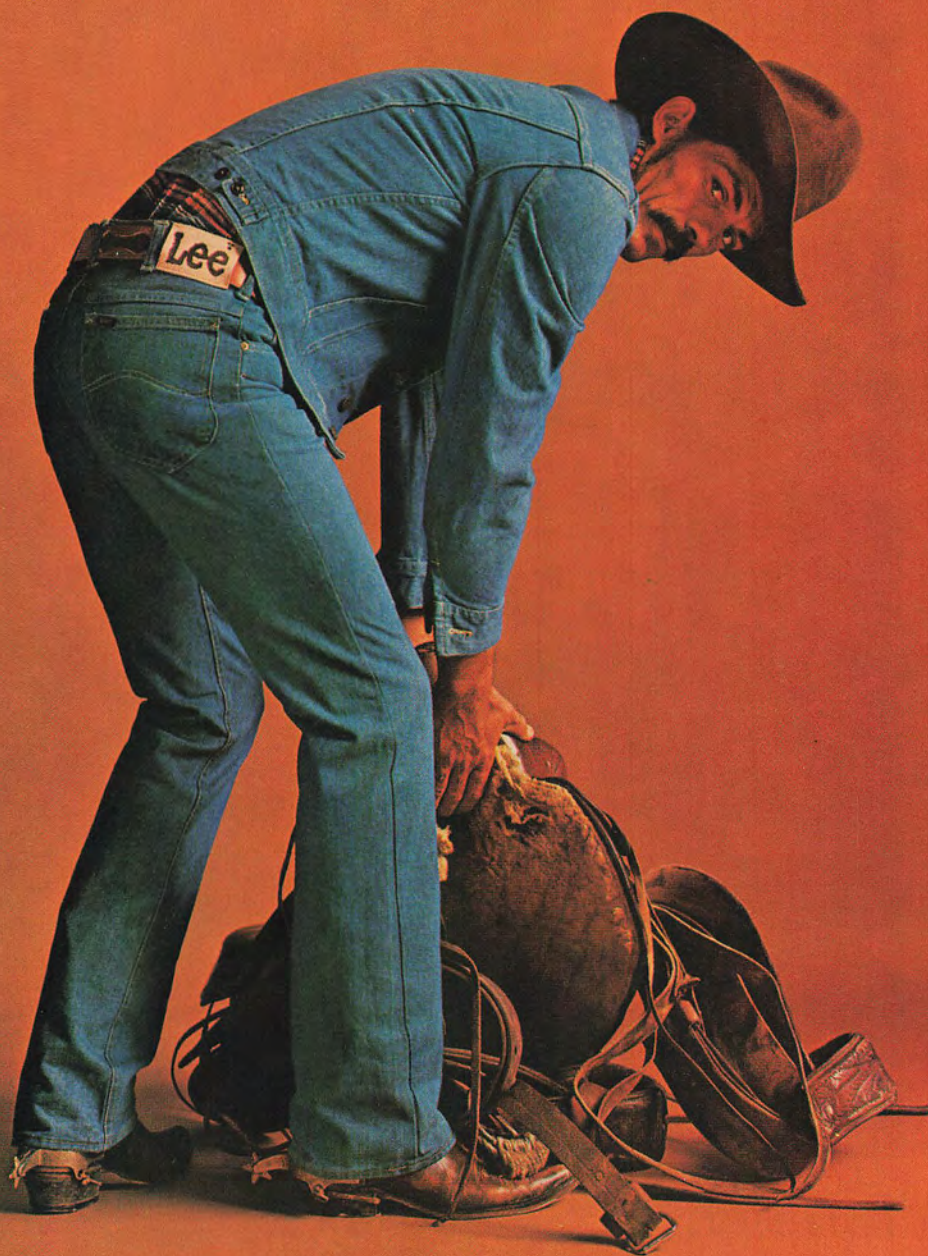
- a. Ricky Davis
- b. Kyle Rote Jr.
- c. Gary Etherington
- d. Steve David

20. The PGA Championship, to be played August 7-10 at Oak Hill Country Club in Rochester, N.Y., was won a record five times by the player pictured at left. What is his name?



For answers turn to page 74.





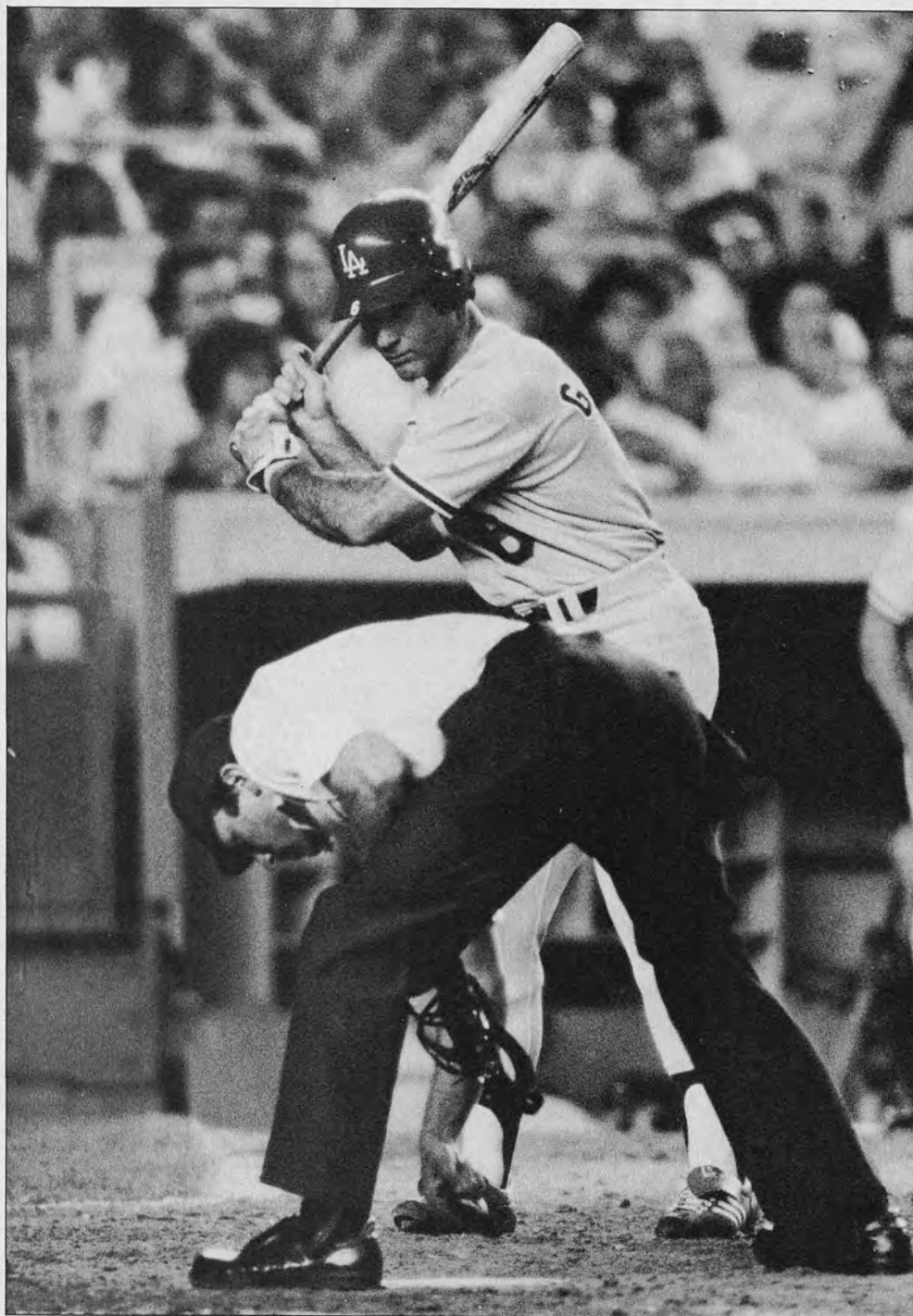
**LEE FITS AMERICA**

We call them **Lee Riders**. You'll call them the **Ultimate Jeans**, for all the right reasons. They're built to fit trim, feel great. They're 100% cotton denim for long wear. And they're authentic Western every stitch of the way. The Lee Company, 640 Fifth Avenue, New York, N.Y. 10019. (212) 765-4215.



**Lee**<sup>®</sup> A company of **VF** corporation





## Tim-berr!

"Well, Yerroner, it happened like this. In the first, I slid home and he yells, 'Garvey, yer out by a mile.' In the third, he calls me out on three straight pitches. In the sixth, I get nicked by a pitch but he says, 'Steve, it's just that old bone bruise of yours acting up.' But this ump's not smarter than Steve Garvey. In the top of the ninth inning, I kick a little dirt on the home

plate, make him bend over to clean it and . . ."

Case dismissed. It didn't happen that way at all. But from the looks of things, Dodger Steve Garvey was about to live out every big-league hitter's favorite dream. This heads-up picture of a head-down umpire was taken by photographer Ray Stubblebine. For ump Ed Montague there never was a closer call at home plate.

Readers are invited to send in their own candidates for Photo Finish. Send newsclips of pictures or duplicates of personal photographs to Photo Finish Editor, SPORT Magazine, 641 Lexington Avenue, New York, N.Y. 10022. Sorry, we cannot return entries.



# *Alive with pleasure!* **Newport**



© Lorillard, U.S.A., 1980

*After all,  
if smoking isn't a  
pleasure, why bother?*



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

17 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report January 1980.



# Seagram's Gin & Schweppes Tonic

Two great tastes meant for each other.

Nothing cools and refreshes like Seagram's Gin and Schweppes Tonic.  
And remember, enjoy our quality in moderation.

